

GURU KASHI UNIVERSITY



Bachelor of Fine Arts

Session: 2023-24

Department of Fine Arts

GRADUATE OUTCOMES OF THE PROGRAMME:

The programme encompasses a diversity of disciplines including painting, printmaking, photography, writing, installation, video, sound, performance, and other expanded forms in contemporary art. The Master of Fine Arts program in Painting promotes the discipline in its varied manifestations as a fundamental form of artistic expression.

PROGRAMME LEARNING OUTCOMES: After completion of the programme, the learner will be able to

1. Develop a personal and distinctive artistic voice through a series of original artworks.
2. Create paintings that convey emotions, ideas, and concepts effectively.
3. Apply principles of composition, balance, harmony, and rhythm to create visually compelling artwork.
4. Analyze and interpret historical and contemporary art movements, styles, and their influence on painting.
5. Demonstrate a deep understanding of art history, particularly as it relates to painting, and the ability to situate your work within a broader historical context.
6. Incorporate research findings into artwork, enhancing the depth and intellectual engagement of your creative work.

Course Structure of the Programme (Bachelor of Fine Arts) BFA

Semester: I							
Sr. No.	Course Code	Course Name	Type of course	L	T	P	No. Of Credits
1	BFA101	Principles of Arts	Core course	4	1	0	5
2	BFA102	Communication Skills	Skill Based	4	1	0	5
3	BFA103	Still Life in Pencil (Level 1)	Skill Based	0	0	4	2
4	BFA104	Fundamental of Computer Applications	AEC	0	0	4	2
5	BFA199	XXXX	MOOC	0	0	0	2
Disciplinary Elective-I (Any one of the following)							
6	BFA105	Colour Techniques	Disciplinary Elective-I	0	0	4	2
	BFA106	Design 2D/Colour					
Disciplinary Elective-II (Any one of the following)							
7	BFA107	Head Study for Modal	Disciplinary Elective-II	0	0	4	2
	BFA108	Ceramics					
Total				08	02	16	20

Semester: II							
Sr. No.	Course Code	Course Name	Type of course	L	T	P	No. Of Credits
1	BFA201	History of Arts	Core course	4	1	0	5
2	BFA202	Aesthetics	Core course	4	1	0	5
3	BFA203	Clay Modelling	Skill Based	0	0	4	2
4	BFA204	Geometry Design	Skill Based	0	0	4	2
5	BFA211	Free hand Drawing	Value Added Course	0	0	4	2
Disciplinary Elective-III (Any one of the following)							
6	BFA205	Design 3D	Disciplinary Elective-III	0	0	4	2
	BFA206	Still Life in Water Colours (Level 2)					
Disciplinary Elective-IV (Any one of the following)							
7	BFA207	Painting From Life Study	Disciplinary Elective-IV	0	0	4	2
	BFA208	Nature Painting					
Disciplinary Elective-V (Any one of the following)							
8	BFA209	Drawing & Painting	Disciplinary Elective-V	0	0	4	2
	BFA210	Typography					
Total				08	02	24	22

Semester: III							
Sr. No.	Course Code	Course Name	Type of course	L	T	P	No. Of Credits
1	BFA301	Methods & Materials (Level 1)	Core course	4	1	0	5
2	BFA302	Portrait in Pencil (Level 1)	Skill Based	0	0	4	2
3	BFA303	Composition Painting	Skill Based	0	0	4	2
4	BFA304	Basics of Architecture	Compulsory Foundation	4	0	0	4
5	BFA399	XXXX	MOOC	0	0	0	2
Disciplinary Elective-VI (Any one of the following)							
6	BFA305	Element of Designs	Disciplinary Elective-VI	0	0	4	2
	BFA306	Dimensional Design					
Disciplinary Elective-VII (Any one of the following)							
7	BFA307	Lettering	Disciplinary Elective-VII	0	0	4	2
	BFA308	Life Model Study					
	BFA309	Digital Art					
Open Elective Courses							
8	XXXX		IDC	0	0	4	2
Total				08	01	20	21
Open Elective Courses							
9	OEC023	Mural Drawing	IDC	0	0	4	2
10	OEC012	Design Sketching					

Semester: IV							
Sr. No.	Course Code	Course Name	Type of course	L	T	P	No. Of Credits
1	BFA401	History of Art and Aesthetics	Core course	4	1	0	5
2	BFA402	Modern Indian Architecture	Core course	4	1	0	5
3	BFA403	Portrait in Water Colours (Level 2)	Skill Based	0	0	4	2
Value Added Course (for other discipline student also)							
4	BFA404	Tattoo Making	VAC	0	0	4	2
Disciplinary Elective-VIII (Any one of the following)							
5	BFA405	Composition Mural (Level 1)	Disciplinary Elective-IX	0	0	4	2
	BFA406	Creative Painting					
Disciplinary Elective-IX (Any one of the following)							
6	BFA407	Advertising Art	Disciplinary Elective-X	0	0	4	2
	BFA408	Print Making (Level 1)					
Disciplinary Elective-X (Any one of the following)							
7	BFA409	Occidental Aesthetics	Disciplinary Elective-XI	0	0	4	2
	BFA410	Printed & Painted Textile of India					
Total				08	02	20	20

Semester: V							
Sr. No.	Course Code	Course Name	Type of course	L	T	P	No. Of Credits
1	BFA501	Western Art Sculpture & Paintings	Core course	4	1	0	5
2	BFA502	Portrait in Oil (Level 3)	Skill Based	0	0	4	2
3	BFA503	Art Appreciation	Compulsory Foundation	3	0	0	3
4	BFA504	Environmental studies	AEC	2	0	0	2
5	BFA599	XXXX	MOOC	0	0	0	2
Disciplinary Elective-XI (Any one of the following)							
6	BFA505	Elementary Composition	Disciplinary Elective	0	0	4	2
	BFA506	Antique and Anatomy Study					
Disciplinary Elective-XII (Any one of the following)							
7	BFA507	Life Drawing	Disciplinary Elective	0	0	4	2
	BFA508	Object Study in Oil					
Disciplinary Elective-XIII (Any one of the following)							
8	BFA509	Stile Life in Oil (Level 3)	Disciplinary Elective	0	0	4	2
	BFA510	Photography					
Total				09	01	16	20

Semester: VI							
Sr. No.	Course Code	Course Name	Type of course	L	T	P	No. Of Credits
1	BFA601	Methods & Materials (Level-2)	Core course	4	1	0	5
2	BFA602	Commercial Art	Core course	4	0	0	4
3	BFA603	Portrait in Acrylics (Level 4)	Compulsory Foundation	0	0	4	2
4	BFA604	Art Research	Research Based Skill	0	0	4	2
Disciplinary Elective-XIV (Any one of the following)							
5	BFA605	Art Business & Management	Disciplinary Elective	3	0	0	3
	BFA606	Design And Communication					
Disciplinary Elective-XV (Any one of the following)							
6	BFA607	Drawing & Sketch	Disciplinary Elective	0	0	4	2
	BFA608	Print Making (Level 2)					
Disciplinary Elective-XVI (Any one of the following)							
7	BFA609	Gouache Painting	Disciplinary Elective	0	0	4	2
	BFA610	Acrylic Painting					
Total				11	01	16	20

Semester: VII							
Sr. No.	Course Code	Course Name	Type of course	L	T	P	No. Of Credits
1	BFA701	Methods & Materials (Level- 3)	Core course	4	0	0	4
2	BFA702	Portrait in Charcoal (Level 5)	Skill Based	0	0	4	2
3	BFA703	Commercial Art & Techniques	Compulsory Foundation	3	0	0	3
4	BFA704	Advertising Profession	Elective Foundation	4	0	0	4
5	BFA799	XXXX	MOOC	0	0	0	2
Disciplinary Elective-XVII (Any one of the following)							
6	BFA705	Pictorial Composition	Disciplinary Elective	3	0	0	3
	BFA706	Advertising Theory					
Disciplinary Elective-XVIII (Any one of the following)							
7	BFA707	Multi Object Composition	Disciplinary Elective	0	0	4	2
	BFA708	Composition from Life					
Disciplinary Elective-XIX (Any one of the following)							
8	BFA709	Composition Mural	Disciplinary Elective	0	0	4	2
	BFA710	Fundamental of Visual Art					
Total				14	0	12	22

Semester: VIII							
Sr. No.	Course Code	Course Name	Type of course	L	T	P	No. Of Credits
1	BFA801	Internship (6 Months)	Skill Based	0	0	0	20
Total				0	0	0	20

Evaluation Criteria for Theory Courses

A. Continuous Assessment: [25 Marks]

CA1: Surprise Test (Two best out of three) - (10 Marks)

CA2: Assignment(s) (10 Marks)

CA3: Term paper/Quiz/Presentations (05 Marks)

B. Attendance: [5 Marks]

C. Mid Semester Test-1: [30 Marks]

D. End-Term Exam: [40 Marks]

SEMESTER-I**Course Content: Principles of Arts****Course Code: BFA101**

L	T	P	Cr.
4	1	0	5

Total Hours: 60**Learning Outcomes:**

After completion of this course, the learner will be able to:

1. Demonstrate professional work habits, productive practices and a commitment to the field of fine arts.
2. Professionally evaluate personal artwork as it relates to global visual arts and the history of art.
3. Grow and develop, creating meaningful works of art, conceptually as well as technically.
4. Apply knowledge of art principles to analyse and interpret works of art, recognizing how artists have used these principles to convey meaning and evoke emotions.

Course Content**UNIT I****17 hours**

Art Education: Meaning, Scope. Meaning and concept of arts and its significance at secondary level for school education. Difference between Arts in education and Education in arts.

UNIT II**14 hours**

What is Art: Concept, Importance and Scope of Art? Importance of art Room, its organization and various requirements. New trends in teaching of Fine Arts.

UNIT III**18 hours**

Aims and objectives of teaching Fine Arts at secondary level; Role of art in daily life. Principles of teaching Fine Arts, Qualities and professional competencies of fine arts teacher.

UNIT IV**12 hours**

Art as an occupation. Design- Its meaning & types. Colour- Types and effects.

Transactional Mode

Video Based Teaching, Group Discussions, Quiz, Project Based Learning

Suggested Readings:

- Chawla, S.S. (1986). *Teaching of Art*, Patiala: Publication Bureau, Punjabi University.

- *Harriet, Goldstein (1964). Art in Everyday Life., Calcutta: Oxford and IBH Publishing Company.*
- *Margaret, Marie Deneck (1976). Indian Art, .London: The Himalata Publication.*
- *Sharma, L.C., History of Art, Goal Publishing House, Meerut.*

Course Name: Communication Skills

Course Code: BFA102

L	T	P	Cr.
4	1	0	5

Total Hours: 60

Learning Outcomes:

After completion of this course, the learner will be able to:

1. Inculcate and expand their writing skills through controlled and guided learning methods.
2. Develop coherence, cohesion and competence in oral discourses through intelligible pronunciation.
3. Apply verbal and non-verbal communication techniques in the professional environment.
4. Acknowledge ability to handle the interview process effectively confidently.

Course Content

UNIT – I

18 hours

English Language: Sentence, Parts of speech, Tenses, Active passive voice, Direct, Indirect speech, Creative writing & vocabulary, Comprehension passage, Reading of Biographies of at least 10 IT business personalities.

UNIT- II

17 hours

Business communication: Types, Medias, Objectives, Modals, Process, Importance Understanding Barriers to communication & ways to handle and improve barriers. Listening skills: Its importance as individual and as a leader or as a worker. Types of listening and Traits of a good listener, Note taking, barriers to listening & remedies to improve listening barriers

UNIT- III

17 hours

Non-verbal Communication- understanding what is called non-verbal communication, its importance as an individual, as a student, as a worker and as a leader, its types. Presentation skills-Its Purpose in business world, How to find material for presentation, How to sequence the speech with proper introduction and conclusion, How to Prepare PPT& Complete set of required body language while delivering presentation.

UNIT- IV

13 hours

Reading Skills- to enhance independent reading, Comprehension Passages, News / Magazine articles on stereotype topics, Poems – Abu Ben Ad hem, The Tiger Writing skills- Importance of reading and writing, improving writing skills through Basic

cohesive paragraph writing, resume writing, Job application writing/acceptance letter

Transactional Modes:

Group Discussions, Questions, Project Based Learning, Video Based Teaching.

Suggested Readings:

- *Raman, Meenakshi & Sangeeta Sharma, 2011 Technical communication principles & practice. Second Edition. New Delhi: Oxford University press.*
- *Kratz, Abby Robinson, 1995 Effective Listening, Toronto: On: Irwin Professional Publishing.*
- *Sanjay Kumar, Pushp Lata, 2015 second edition 'Communication Skills' Oxford university Pren.*

Course Content: Still Life in Pencil (Level 1)**Course Code: BFA103**

L	T	P	Cr.
0	0	4	2

Total Hours: 30**Learning Outcomes:**

After completion of this course, the learner will be able to:

1. Apply linear and tonal techniques to depict form and develop composition.
2. Develop the ability through practice to observe and record images accurately and readily in graphic form.
3. Prepare a visual grammar of image making through demonstration and practice with graphite, charcoal, ink, pastel, or other appropriate tools or materials.
4. Examine, analyze, and appraise pictorial composition through critique, demonstration, and practice, on an increasingly sophisticated level.

Course Content**UNIT I****7 hours**

Introduction to various techniques. Study of foreground and background with drapery.

UNIT II**8 hours**

Texture study with different materials like cloth, wood, glass, bronze, mirror, china clay, terracotta, etc. Selection and arrangement of objects.

UNIT III**7 hours**

Eye level, source of light, tonal variation, composition. Drawing from different angles.

UNIT IV**8 hours**

Details about light & shades. Medium - Pencil, Pencil Colours.

Transaction Mode:

Video Based Teaching, Group Discussions, Quiz, Project Based Learning

Suggested Readings:

- *Barrington Barber, Essential Guide to Drawing: Still Life.*

Course Content: Fundamental of Computer Applications**Course Code: BFA104**

L	T	P	Cr.
0	0	4	2

Total Hours: 30**Learning Outcomes:**

After completion of this course, the learner will be able to:

1. Recall and identify key computer hardware components, such as CPU, RAM, and storage devices.
2. Demonstrate proficiency in using common software applications, such as word processors or web browsers.
3. Analyze and troubleshoot common computer hardware and software issues.
4. Assess the security risks and measures associated with computer usage, including data protection and online safety.

Course Content**UNIT I****7 hours**

Computer Fundamentals: Block diagram of a computer, characteristics of computers and generations of computers. Number System: Bit, byte, binary, decimal, hexadecimal, and octal systems, conversion from one system to the other, representation of characters, integers and fractions. Binary Arithmetic: Addition, subtraction and multiplication.

UNIT II**8 hours**

Computer Codes: weighted and non-weighted code, BCD, EBCDIC, ASCII, Unicode. Input Devices: Keyboard, Mouse, Joy tick, Track Ball, Touch Screen, Light Pen, Digitizer, Scanners, Speech Recognition Devices, Optical Recognition devices – OMR, OBR, OCR Output Devices: Monitors, Printer and its Types.

UNIT III**7 hours**

Memories: Units of Memory, Main Memories - RAM, ROM and Secondary Storage Devices - Hard Disk, Compact Disk, DVD. Introduction to Computer Terms like Hardware, Software

UNIT IV**8 hours**

Computer languages: Machine language, assembly language, higher level language, 4GL. Introduction to Compiler, Interpreter, Assembler, Assembling, System Software, Application Software. Internet: Basic Internet terms: Web Page, Website, Home page, Browser, URL, Hypertext, Web Server, Applications: WWW, e-mail, Instant Messaging, Videoconferencing.

Transaction Mode:

Open talk, Quiz , Video Based Teaching ,Question ,Group Discussion

Suggested Readings:

- *Norton's Peter, 2000 Introduction to Computers, 4th Edition... By Peter Norton TM*

Course Content: Colour Techniques**Course Code: BFA105**

L	T	P	Cr.
0	0	4	2

Total Hours: 30**Learning Outcomes:**

After completion of this course, the learner will be able to:

1. Recall the primary colors, secondary colors, and tertiary colors on the color wheel.
2. Apply knowledge of color theory to create color palettes for various design projects.
3. Analyze the use of color in artworks, designs, and advertisements to understand the intended emotional and visual impact.
4. Assess the effectiveness of color choices in achieving specific design objectives and conveying messages.

Course Content**UNIT I****7 hours**

Dry and wet colour mixing. Light to dark with finishing

UNIT II**8 hours**

Using paper towel for painting. Bleed Colours into one another. Layering

UNIT III**7 hours**

Scumbling. Lifting the colour. Using salt for texture

UNIT IV**8 hours**

Negative painting. Using tapes

Transaction Mode:

Video Based Teaching, Group Discussions, Quiz ,Project Based Learning

Suggested Readings:

- *The Arts Management Handbook: New Directions for Students and Practitioners* By Meg Brindle, Constance DeVereaux

Course Content: Design 2D/Colour**Course Code: BFA106**

L	T	P	Cr.
0	0	4	2

Total Hours: 30**Learning Outcomes:**

After completion of this course, the learner will be able to:

1. Recognize and recall fundamental color theory concepts, such as primary, secondary, and tertiary colors.
2. Create 2D designs that effectively apply color theory principles, such as contrast, balance, and harmony.
3. Apply color manipulation techniques in digital design software to achieve desired visual effects.
4. Analyze the use of color in famous works of art and design, discussing the artist's intent and techniques.

Course Content**UNIT I****8 hours**

Study of two-dimensional space and its organizational possibilities. Elements of pictorial expression related to concepts of space and forms. Developing an awareness of pictorial elements such as point, line, shape, Volume texture, light and colour, Basic design problems.

UNIT II**7 hours**

Study of various types of objects (natural and man-made) with a view to transform them into flat pictorial images. Developing an awareness of pictorial space – division of space, form with and its relation with space- observation of primitive folk and miniature as Designs well as graphic designs. Developing an awareness of inter-relationship of different shapes and MS-relative values. Activation of space through form and colour- Optical illusions.

UNIT III**8 hours**

COLOUR: - To understand the formal structure of colour through analysis of colour Theory and notation. Experience of colour through experiments in Various. Media: Transparent colours (Water colour, Waterproof ink etc.) Opaque colours (Poster colour act.) Pastels Wax crayons. Transparent papers (Cellophane) Experience of colour as: Visual effect ... What is light? What is colour? Function of Eye. Physical properties- Hue: value, chromo: tint, Shade and tone, Gray Scale, Chromatic value scale and Colour value Scale.

UNIT IV

7 hours

Experience of colour in: Primary (Pigment and light theory). Secondary, Tertiary, Quaternary, Achromatic, Monochromatic, Polychromatic, High, Average and low key

Transaction Mode:

Video Based Teaching, Group Discussions, Quiz , Project Based Learning

Suggested Readings:

- *Walker William, Handbook of Drawing, 2016*
- *Walter T. Foster, The art of Basic Drawing, Cadena Drive Laguna Hills, California*
- *Wong Wucius, Principles of Two-Dimensional Design , 1st Edition, Kindle Edition*

Course Content: Head Study for Modal**Course Code: BFA107**

L	T	P	Cr.
0	0	4	2

Total Hours: 30**Learning Outcomes:**

After completion of this course, the learner will be able to:

1. Demonstrate a comprehensive understanding of the anatomical structures and proportions of the human head.
2. Develop the ability to accurately observe and sketch the human head from different angles and under various lighting conditions.
3. Explore the symbolic and expressive aspects of the human head in art, considering how it can represent identity, emotion, and storytelling.
4. Analyze the historical and cultural significance of head studies in art, recognizing different styles and movements.

Course Content**UNIT I****8 hours**

Structure of Human figure in full and parts.

UNIT II**9 hours**

Drawing from life. Rendering in pencil, ink and colours.

UNIT III**7 hours**

Understanding of different rendering techniques

UNIT IV**6 hours**

Outdoor study of nature/man-made objects. Rendering in pencil and colour.

Transaction Mode:

Video Based Teaching, Group Discussions, Quiz , Project , Based Learning

Suggested Readings:

- *Barrington Barber, Essential Guide to Drawing:*

Course Content: Ceramics**Course Code: BFA108**

L	T	P	Cr.
0	0	4	2

Total Hours: 30**Learning Outcomes:**

After completion of this course, the learner will be able to:

1. Memorize key terminology related to ceramics painting, including terms like bisque firing, sgraffito, and majolica.
2. Describe the properties of ceramic materials and how they interact with glazes and pigments during the firing process.
3. Apply principles of design and composition to create visually engaging and harmonious ceramic artworks.
4. Assess the effectiveness of different ceramics painting techniques and styles in conveying artistic ideas or narratives.

Course Content**UNIT I****8 hours**

Introduction to Ceramics-I. Historical Perspective. Development of Ceramics. Ceramic Processes in detail. Method and material. Study of great master's work. Discuss ceramic Terms and Definition. Studio policies, safety, and clean up.

UNIT II**9 hours**

Hand-building – Pinch Construction. Various forms of construction methods in Ceramics – focus on pinch construction .Historic know how and contemporary applications of pinch technique.

UNIT III**7 hours**

Hand-building – Coil Construction. Various forms of construction methods in Ceramics – focus on coil construction

UNIT IV**6 hours**

Historic know how and contemporary applications of coil construction technique.

Transaction Mode:

Video Based Teaching, Group Discussions, Quiz, Project , Based Learning

Suggested Readings:

- *From Folk Art to Modern Design in Ceramics, By (author) Edna Mitchell By (author) Robert Anderson*

Semester II**Course Content: History of Arts****Course Code: BFA201**

L	T	P	Cr.
4	1	0	5

Total Hours: 60**Learning Outcomes:**

After completion of this course, the learner will be able to:

1. Identify basic terminology and conceptual understanding of how art is defined realistically.
2. Describe the significance of religious, social, and political factors in shaping Indian artistic traditions.
3. Apply knowledge of Indian art history to analyze and interpret specific artworks, sculptures, or architectural structures.
4. Assess the contributions of individual artists and artistic movements to the evolution of Indian art.

Course Content**UNIT I****13 hours**

Introduction to Indian Art, Various cults, Schools (Buddhist, Jain, Brahmanical) Pre-historic Period: Bhimbetka Caves-(Rock Paintings, Location, Discovery, Phases of Development)

UNIT II**14 hours**

Indus Valley Civilization: Sculptures and seals (Dancing Girls in Bronze, Pashupati Shiva seal, Terracotta figurines) Art during Maryann Dynasty-Lion capital from Sarnath.

UNIT III**17 hours**

Sunga Period-terms related to Buddhist architecture of sputa, chaitya & viharas. Bharhut Stupa – MahakappiJataka Katha, Kuberyaksha.

UNIT IV**16 hours**

Early Satavaahanas- Sanchi & Amravati

Transaction Mode

Video Based Teaching ,Group Discussions, Quiz ,Project Based Learning.

Suggested Readings

- *Harle J. C, The Art and Architecture of Indian Sub-Continent, The Yale University Press Pelican*
- *Roy C. Craven, Indian Art: A Concise History (World of Art)*
- *Tomory E, History of Fine Arts in India & the West*

Course Content: Aesthetics**Course Code: BFA202**

L	T	P	Cr.
4	1	0	5

Total Hours: 60**Learning Outcomes:**

After completion of this course, the learner will be able to:

1. Recall key concepts in aesthetics, such as beauty, taste, and aesthetic judgments.
2. Summarize the relationship between aesthetics and other branches of philosophy, such as ethics and metaphysics.
3. Apply aesthetic principles to analyze and critique works of art, design, literature, or other forms of creative expression.
4. Analyze the impact of different aesthetic choices (e.g., color, form, composition) on the interpretation and emotional resonance of artworks

Course Content**UNIT I****16 hours**

Art Definition, Functions and Aims of Art Categories of Art–Visual and Performing Arts. Inter–relationship between the visual and performing arts

UNIT II**14 hours**

Difference between art and craft, Branches of Art and their interrelation Applied Art, Architecture, Decorative Art, Drawing and Painting, Sculpture.

UNIT III**17 hours**

Elements of Art–Line, form, color, texture, tone Point.

UNIT IV**13 hours**

Principles of Art–balance, Harmony, Perspective, Proportion, Emphasis, Rhythm, Movement.

Transaction Mode:

Video Based Teaching, Group Discussions, Quiz, Project Based Learning

Suggested Readings:

- Harle J. C, *The Art & Architecture of Indian Sub-Continent. (The Yale University Press Pelican History of Arts Series)*
- Roy C. Craven, *Indian Art: A Concise History*
- Tomory, *History of Fine Arts in India & the West*

Course Title: Clay Modeling

Course Code: BFA203

L	T	P	Cr.
0	0	4	2

Total Hours: 30

Learning Outcomes:

After completion of this course, the learner will be able to

1. Demonstrate proficiency in basic clay handling techniques, including kneading, pinching, coiling, and slab building.
2. Develop the ability to conceptualize and plan clay projects, considering themes, symbolism, and artistic intent.
3. Reflect on ethical considerations in clay modelling, such as cultural sensitivity, appropriation, and the responsible use of materials.
4. Operate and maintain kilns for firing clay sculptures, ensuring safety and appropriate firing temperatures.

Course Content

30 hours

Clay modeling on the basis of study of Visual Objects like human limbs (eyes, ears, nose and hands). Sessional Work MM 10 Three and four each specific model related with practical paper-II and 100 sketches. Clay Modelling in round as medium of imaginative presentation of: Animal forms like bull, elephant, horse, camel, buffalo etc.

Transaction Mode:

- Video Based Teaching, Group Discussions, Quiz , Project Based Learning

Suggested Readings:

- *Blake Wendon, 2006, Clay Modeling: A Step-By-Step Clay Instruction Book*

Course Content: Geometry Design**Course Code: BFA204**

L	T	P	Cr.
0	0	4	2

Total Hours: 30**Learning Outcomes:**

After completion of this course, the learner will be able to:

1. Recall and identify basic geometric shapes, such as circles, triangles, squares, and polygons.
2. Describe the relationships between different geometric shapes and how they can be used in design compositions.
3. Apply geometric principles to create designs that emphasize balance, proportion, and symmetry.
4. Synthesize geometric knowledge to create original design solutions that demonstrate mastery of geometric concepts.

Course Content**30 hours**

Introduction to plane Geometry, Plane, its types and purposes, Historical background of geometrical planes. Make a simple geometrical plane of an object, Meaning of orthographic projection, Multi view orthographic projection and their need, Role of focal point and focal length Relationship between optics and orthographic projection, Making an orthographic projection of an object, Individual's daily performance Project Review: Mid Semester Project Submission: End of the Semester.

Transaction Mode:

Video Based Teaching, Group Discussions, Quiz, Project Based Learning

Suggested Readings:

- *Robin Hartshorne Paperback Foundations of Projective Geometry.*

Course Content: Design 3D**Course Code: BFA205**

L	T	P	Cr.
0	0	4	2

Total Hours: 30**Learning Outcomes:**

After completion of this course, the learner will be able to:

1. Recognize and recall fundamental color theory concepts, such as primary, secondary, and tertiary colors.
2. Create 3D designs that effectively apply color theory principles, such as contrast, balance, and harmony.
3. Apply color manipulation techniques in digital design software to achieve desired visual effects.
4. Analyze the use of color in famous works of art and design, discussing the artist's intent and techniques.

Course Content**30 hours**

DESIGN 3D: Experiment through various types of materials: To develop the sense of structure in clay (Basic form like Spherical, Conical and Cylindrical) Terracotta mural/cement. M-seal/Shilpkar work in relief sculpture. 3D Design in thermocol.

Note: Students must submit 4 works at the end of Semester.

Transaction Mode:

Video Based Teaching, Group Discussions, Quiz ,Project Based Learning.

Suggested Readings:

- *Chopine Ami, 2011, D Art Essentials: The Fundamentals of 3D Modeling, Texturing, & Animation*”

Course Content: Still Life in Water Colours (Level 2)**Course Code: BFA206**

L	T	P	Cr.
0	0	4	2

Total Hours: 30**Learning Outcomes:**

After completion of this course, the learner will be able to:

1. Recall the basic principles of watercolor painting, including color mixing, brush techniques, and layering.
2. Summarize the historical and contemporary context of watercolor in the tradition of nature art and scientific illustration.
3. Apply principles of color theory, perspective, and composition to create compelling nature study watercolor artworks.
4. Develop a portfolio of professional-quality still life watercolor paintings that showcase advanced technical skills and creative expression.

Course Content**UNIT-I****7 hours**

Introduction to various techniques. Study of foreground and background with drapery.

UNIT-II**8 hours**

Texture study with different materials like cloth, wood, glass, bronze, mirror, china clay, terracotta, etc. Selection and arrangement of objects.

UNIT-III**7 hours**

Eye level, source of light, tonal variation, composition. Drawing from different angles.

UNIT-IV**8 hours**

Details about light & shades. Medium – Water Colours.

Transaction Mode:

Video Based Teaching, Group Discussions, Quiz, Project Based Learning.

Suggested Readings:

- *Barrington Barber, Essential Guide to Drawing: Still Life*

Course Content: Painting from Life Study**Course Code: BFA207**

L	T	P	Cr.
0	0	4	2

Total Hours: 30**Learning Outcomes:**

After completion of this course, the learner will be able to:

1. List the materials and tools commonly used in painting, such as brushes, canvases, and various types of paint
2. Summarize the cultural and contextual factors that have influenced the evolution of painting throughout history.
3. Analyze and evaluate the use of color, form, and texture in paintings, considering their emotional and aesthetic impact.
4. Develop a portfolio of professional-quality paintings that showcase advanced technical skills and creative expression.

Course Content**30 hours**

Create figure drawings using the laws of light, clarify and refine the use of Various gesture drawing techniques. Painting of full human figure in various colours media (water, Pastel, Oil), Human figure in Background and in various pose, understanding of the composition of figure in the space. Study of light fallen on figure & background.

Transaction Mode:

Video Based Teaching, Group Discussions, Quiz ,Project Based Learning

Suggested Readings:

- *Barrington Barber, Essential Guide to Drawing: Painting From Life.*

Course Content: Nature Painting**Course Code: BFA208**

L	T	P	Cr.
0	0	4	2

Total Hours: 30**Learning Outcomes:**

After completion of this course, the learner will be able to:

1. Recall the basic principles of painting, including color mixing, brush techniques, and layering.
2. Summarize the historical and contemporary context of watercolor in the tradition of nature art and scientific illustration.
3. Apply principles of color theory, perspective, and composition to create compelling nature study watercolor artworks.
4. Develop a portfolio of professional-quality nature paintings that showcase advanced technical skills and creative expression.

Course Content**30 hours**

Basic introduction with theory. Detail study of different trees, leaves, flowers. Medium - Pencil, Oil Pastel, Pencil Colour, Water Colour. Diagram of colour wheel

Transaction Mode:

Video Based Teaching, Group Discussions, Quiz, Project Based Learning

Suggested Readings:

- *Nature Painting was written in 1911 by “Anna Bots ford Comstock”,*
- *Nature Painting, I love this quote by Charlotte Mason, “Every child has a natural interest in living.*
- *Things about him, which it is the business of his parents to encourage.”*

Course Content: Drawing & Painting**Course Code: BFA209**

L	T	P	Cr.
0	0	4	2

Total Hours: 30**Learning Outcomes:**

After completion of this course, the learner will be able to

1. Demonstrate archive-based investigation as a method of art practice.
2. Analyze the notion of archive in contemporary art.
3. Evaluate the archival qualities in artworks
4. Produce art works with archival qualities.

Course Content**30 hours**

Introduction to Drawing of Plan, Elevation and UNIT of simple objects (Chair, Table, Stool, Podium etc.) Parallel and Angular Perspective of simple solids (Cube, Slab and Pyramid) Out Door Sketching: Different places (Street, Market, Station act.), Animal, Birds (Zoo) Tree Vehicle Statues Human Figure Drawings Form old Masters.

Transaction Mode:

Video Based Teaching, Group Discussions, Open Talk, Team Teaching.

Suggested Readings:

- *Walker William, Handbook of Drawing*
- *Walter T. Foster, The art of Basic Drawing, Cadena Drive Laguna Hills, California Wong Wucius, Principles of Two-Dimensional Design 1st Edition, Kindle Edition.*

Course Content: Typography**Course Code: BFA210**

L	T	P	Cr.
0	0	4	2

Total Hours: 30**Learning Outcomes:**

After completion of this course, the learner will be able to:

1. Recognize and identify the basic parts of letterforms, such as serifs, stems, ascenders, and descenders.
2. Demonstrate proficiency in adjusting letter spacing (kerning) and word spacing (tracking) for optimal typographic balance.
3. Apply typography principles to editorial design, such as magazines and newspapers.
4. Analyze and discuss typographic trends, both historical and contemporary, in design and communication.

Course Content**30 hours**

Study of different styles of alphabets Creative writing of different styles Language: Any Medium: Poster Colours/Indian Ink Design (Textile) - Design should be based on natural, decorative and geometrical motifs (Border, Corner, all over designs should be submitted). Medium - Fabric Colours on cloth. Candidates will submit: - 5 sheets of still life, 3 Designs on cloth, 3 sheets of letter writing on different creative styles Sketch book containing 50 sketches. The historic development or writing calligraphy (Indian & European script Gothic, humanistic, round hand and rush point). Principles of letter forms, basic principles of typography, study of Type families, design suitability, legibility and readability of printed matter, Study of typography measurements and specifications. Free hand lettering and calligraphy practice, Logotype, signature writing, Creation of Font Design, Instrumental lettering practice in Gothic, sans serif & serif type. Italic & Script type. Stationary design (Letter head, Logo type, Visiting Card, envelop) Symbol, Pictogram, Monogram, Emblem, Icon, Mascot

Transaction Mode:

Video Based Teaching, Group Discussions, Open Talk, Team Teaching.

Suggested Readings:

- *Type and Typography* by Phil Baines, Andrew Haslam / Laurence King Publishing
- *Rookledge's Handbook of Type Designers: A Biographical Directory from the 15th Century* by Ron Easton, Sarah Rookledge, Phil Baines.

SEMESTER-III**Course Content: Methods and Materials- (Level I)****Course Code: BFA301**

L	T	P	Cr.
4	1	0	5

Total Hours: 60**Learning Outcomes:**

After completion of this course, the learner will be able to:

1. Recall and identify different types of materials commonly used in the field of study.
2. Describe the basic methods and techniques used for working with different materials in the field.
3. Apply knowledge of material properties to select appropriate materials for specific projects or applications.
4. Synthesize knowledge of materials and methods to propose innovative solutions or improvements in materials and processes.

Course Content**UNIT I****16 hours**

Importance of the Study of method and materials Permanence: Beautiful Material, Deterioration of Painting.

UNIT II**14 hours**

Nature and characteristics of various drawing and Painting Media, Pencil Drawing

UNIT III**13 hours**

Crayon black and red chalk-Drawing, Pen Drawing, Charcoal Drawing

UNIT IV**17 hours**

Water Colour Painting, Oriental Ink Painting and Water Colour, Pastel Gouche, Oil Painting.

Transaction Mode:

Video Based Teaching, Group Discussions, Quiz, Project Based Learning.

Suggested Readings:

- *Mau-Kun Yim, 2017, Lessons in Masterful Portrait Drawing: A Classical Approach to Drawing*
- *Blake Wendon, 2006, Portrait Drawing: A Step-By-Step Art Instruction Book*

Course Content: Portrait in Pencil (Level 1)**Course Code: BFA302**

L	T	P	Cr.
0	0	4	2

Total Hours: 30**Learning Outcomes:**

After completion of this course, the learner will be able to:

1. List the materials and tools commonly used in pencil portrait painting, such as oil paints, brushes, canvases, and mediums.
2. Describe the importance of lighting, composition, and expression in creating lifelike and emotionally engaging portrait paintings.
3. Analyze and evaluate the use of color, brushwork, and texture in portrait paintings, considering their emotional and aesthetic impact.
4. Develop a portfolio of professional-quality portrait paintings that showcase advanced technical skills and creative expression.

Course Content**30 hours**

Construction of skull, planes, masses of the head, understanding and creating details such as the eyes, the mouth, the nose etc., bust from different angles and eye levels, adding of details, and finishing. Character of the solid shapes of different parts and their modeling. Submission and display: Size of the portrait should not be less than half imperial. Portrait drawings in (pencil. At least 3 portrait studies on canvas in Pencil.

Transaction Mode:

Video Based Teaching, Group Discussions, Open Talk, Team Teaching.

Suggested Readings:

- *Mau-Kun Yim, 2017, Lessons in Masterful Portrait Drawing: A Classical Approach to Drawing.*
- *Blake Wendon, 2006, Portrait Drawing: A Step-By-Step Art Instruction Book.*

Course Content: Composition Painting**Course Code: BFA303**

L	T	P	Cr.
0	0	4	2

Total Hours: 30**Learning Outcomes:**

After completion of this course, the learner will be able to:

1. Recall the basic techniques and principles of using oil pastels, such as blending, layering, and texture creation.
2. Describe the differences between oil pastels and other traditional drawing or painting mediums.
3. Assess the effectiveness of different oil pastel techniques and approaches in conveying ideas, emotions, or narratives in artworks.
4. Synthesize knowledge of oil pastel techniques and composition to create original and innovative artworks that explore new possibilities within the medium.

Course Content**30 hours**

The two dimensional surface and its structural possibilities elements of plastic expression related to the concepts of space and form and use of colors and textural values; form and contents; compositional exercises based on objects, forms and animals; various media. Exercises based on compositional studies of objects (singular and in groups), consideration of space in composition, study on locales or surroundings. Analysis of compositions in paintings along with the use of colours and textures Submission and Display: 10 compositions on sheets in any medium (pencil and dry / soft and oil pastels, charcoal, water and poster colours etc.) at-least. Size should not be less than half imperial. 3 compositions on canvas in any medium (acrylic, oil colors, mix media) at Least. Size should not be less than 24x36 inches. At-least 300 sketches in any medium not less than 1/4 imperial.

Transaction Mode:

Video Based Teaching, Group Discussions, Quiz, Project Based Learning

Suggested Readings:

- *Blake Wendon, 2006, Clay Modeling: A Step-By-Step Clay Instruction Book*

Course Content: Basics of Architecture**Course Code: BFA304**

L	T	P	Cr.
4	0	0	4

Total Hours: 30**Learning Outcomes:**

After completion of this course, the learner will be able to:

1. Describe the evolution of architectural styles and regional variations in India, such as Indo-Aryan, Dravidian, Mughal, and colonial influences.
2. Apply an understanding of architectural history to identify and appreciate the historical and cultural value of specific Indian architectural sites.
3. Analyze and evaluate the architectural elements, proportions, and symbolism in specific Indian structures and temples.
4. Synthesize knowledge of Indian architectural history to discuss and compare architectural styles and innovations across different periods

Course Content**UNIT I****7 hours**

Introduction to elements of design like point, line, plane, solid and void. Understanding the importance of design principles like balance, harmony, rhythm, contrast, symmetry, scale, proportions, colours, tones, textures etc.

UNIT II**8 hours**

Study of solids & voids to evolve sculptural forms & spaces; explore play of light & shade and application of colour.

UNIT III**8 hours**

Introduction to external & internal forms, analytical appraisal of forms, their quality; Concept of space, interrelationship between space, volume and order; Variations in forms with planer juxtapositions.

UNIT IV**7 hours**

Anthropometric study and ergonomics of human figure (including physically handicapped persons), dimensions of furniture - relationship with human anthropometrics (like in kitchens, toilets, bedrooms, staircases etc.) with freehand drawing of human figures, vehicles, trees, buildings etc. to have a better understanding of proportion.

Transaction Mode:

Video Based Teaching, Group Discussions, Quiz , Project Based Learning

Suggested Readings:

- *Broadbent, G. (1973). Design in Architecture - Architecture and Human Science. New York : John Wiley and Sons.*
- *Chauhan, P. (2005). Learning Basic Design. Mumbai : Rizvi College of Architecture*

Course Content: Element of Design**Course Code: BFA305**

L	T	P	Cr.
0	0	4	2

Total Hours: 30**Learning Outcomes:**

After completion of this course, the learner will be able to:

1. Innovate and experiment with design elements to create unique and compelling visuals or products.
2. Formulate informed judgments about design solutions, considering aesthetics, functionality, and user experience.
3. Apply design projects that incorporate specific design elements to achieve defined goals.
4. Interpret the impact of design choices on user experience and perception.

Course Content**UNIT I****9 hours**

Elements of design-Line- Different types of line, application of line in designing (effect of length and thickness to create illusion) Texture- Factors affecting textures, Form-Shape/silhouettes, Color- Color Dimensions of color- hue, Intensity, value, Aspects of color- warm cool, Advancing, receding, dark, pale and bright. Color wheel-4. 4. 4. Primary colors, secondary colors, and tertiary colors. Basic color schemes- achromatic, analogues, monochromatic, complimentary, and neutral. Space.

UNIT II**7 hours**

Principles of design-Balance, Rhythm, Emphasis, Harmony/ unity, proportion, Selection of clothing according to the Element and Principal of design. Define collage-types of collage. Designing of clothes for different age groups using principles and elements of design and its advantages on appears.

UNIT III**8 hours**

Design concept- Definition and understanding aspects of design Classification of design: Applied-Painting, Embroidery, Dyeing, Printing and Finishing Structural-Through variation in fibre, yarn, fabric formation and Development Types of motifs-Natural, Stylised, abstract/ modern, Religious. Designs in Fabric- Motifs and patterns Importance of fabric design in garment construction, Effect of fabric design on body appearance Understanding layouts and repeats of patterns in garments

UNIT IV**7 hours**

Design process, Research in relation to design, Exploration and Conceptualization of design, Design development and design worksheet Factors affecting the choice of Clothing for Different age groups (infant, creeper, School child, pre-adolescence, adolescents, adults, old-age group), occasions, personality and Seasons, Various types of figures, selecting and designing clothing according to figure types.

Transaction Mode:

Video Based Teaching, Group Discussions, Quiz , Project Based Learning

Suggested Readings:

- *Bustanoby.J.H., 1947 Principles of colour&colour mixing., Mc Graw Hill Book Company , New York, London,*
- *Gupta Sushma and Garg Neeru ,2018 Text book of clothing & textile, publisher Kalyani.*

Course Content: Dimensional Design**Course Code: BFA306**

L	T	P	Cr.
0	0	4	2

Total Hours: 30**Learning Outcomes:**

After completion of this course, the learner will be able to:

1. Recognize and understand the properties and characteristics of various materials commonly used in dimensional design, such as wood, metal, plastic, and ceramics.
2. Demonstrate knowledge of safety protocols and best practices when working with tools, machinery, and materials in a three-dimensional studio.
3. Explore innovative and experimental approaches to dimensional design, pushing the boundaries of traditional design conventions.
4. Apply principles of scale and proportion to create harmonious and appropriately sized designs.

Course Content**30 hours**

Cantilever construction. Flexibility and ability to stretch. Geometrical regularity. Arched structure. Control of tensions. Hinge construction Sculptural experience (round and relief) in various light conditions (Natural as well as artificial):–Carved. Modeled. Perforated (bored through) Mobile. Various methods of joining such as interlocking, pasting etc. A Coordinated series and basic design problems with analytical approach. Colour should be introduced at various stages of experiments. Experiments through various types of material and their Combinations such as: – Paper, Cardboard, wood block, wire, clay, plasticize, plaster of Paris, metal sheets, plastic from thermo–Cole, string, gums and adhesives, wax found objects etc.

Transaction Mode:

Video Based Teaching, Group Discussions, Quiz, Project Based Learning

Suggested Readings:

- Walker William, *Handbook of Drawing*
- Walter T. Foster, *The art of Basic Drawing, Cadena Drive Laguna Hills, California*
- Chopine Ami, 2011, *D Art Essentials: The Fundamentals of 3D Modeling, Texturing, & Animation.*

Course Content: Lettering**Course Code: BFA307**

L	T	P	Cr.
0	0	4	2

Total Hours: 30**Learning Outcomes:**

After completion of this course, the learner will be able to:

1. Recognize and understand the basic principles of typography, including letterforms, type anatomy, and type classification.
2. Develop proficiency in hand-lettering techniques, including script lettering, block lettering, and decorative letterforms.
3. Apply principles of composition and layout to create aesthetically pleasing and balanced lettering designs.
4. Compile a portfolio showcasing a variety of lettering projects that demonstrate growth and versatility.

Course Content**30 hours**

Study of different styles of alphabets Creative writing of different styles Language: Any Medium: Poster Colours/Indian Ink Design (Textile) - Design should be based on natural, decorative and geometrical motifs (Border, Corner, all over designs should be submitted). Medium - Fabric Colours on cloth. Candidates will submit: - 5 sheets of still life, 3 Designs on cloth, 3 sheets of letter writing on different creative styles Sketch book containing 50 sketches. The historic development or writing calligraphy (Indian & European script Gothic, humanistic, round hand and rush point). Principles of letter forms, basic principles of typography, study of Type families, design suitability, legibility and readability of printed matter, Study of typography measurements and specifications. Free hand lettering and calligraphy practice, Logotype, signature writing, Creation of Font Design, Instrumental lettering practice in Gothic, sans serif & serif type. Italic & Script type. Stationary design (Letter head, Logo type, Visiting Card, envelop) Symbol, Pictogram, Monogram, Emblem, Icon, Mascot

Transaction Mode:

Video Based Teaching, Group Discussions, Open Talk, Team Teaching.

Suggested Readings:

- *Type and Typography* by Phil Baines, Andrew Haslam / Laurence King Publishing
- *Rookledge's Handbook of Type Designers: A Biographical Directory from the 15th Century* by Ron Easton, Sarah Rookledge, Phil Baines.

Course Content: Life Model Study**Course Code: BFA308**

L	T	P	Cr.
0	0	4	2

Total Hours: 30**Learning Outcomes:**

After completion of this course, the learner will be able to:

1. Demonstrate the basic structure of the human figure.
2. Recognize and identify complex anatomical aspects of the human form and its muscular-skeletal system.
3. Represent and compose in space, the human figure using measuring techniques.
4. Explore the symbolic and expressive aspects of the human head in art, considering how it can represent identity, emotion, and storytelling.

Course Content**30 hours**

Students shall work on figure from different age groups showing their characteristics, features and proportions. They should deal in different planes of the body, chiaroscuro effects, body perspective and foreshortening etc. Emphasis shall be on developing the concepts of drawing. Submission and Display: 5 life Model study drawings in any medium (pencil, and dry / soft and oil pastels, charcoal etc.) at least. Size should not be less than half imperial. 3 life studies on canvas in any medium (acrylic, oil colors, and mix media) at least. Size should not be less than 24*36 inches At least 100 sketch in any medium. Size should not be less than 1/4 Imperial.

Transaction Mode:

Video Based Teaching, Group Discussions, Quiz, Project Based Learning.

Suggested Readings:

- *Barrington Barber, Essential Guide to Drawing: Life Study Model.*

Course Content: Digital Art**Course Code: BFA309**

L	T	P	Cr.
0	0	4	2

Total Hours: 30**Learning Outcomes:**

After completion of this course, the learner will be able to:

1. Recall the basic tools and software used in digital art creation, such as Adobe Photoshop, Illustrator, or Procreate.
2. Describe the various techniques and styles in digital art, from digital painting and illustration to 3D modeling and animation.
3. Apply knowledge of digital art tools and techniques to create original digital artworks that demonstrate technical proficiency and creativity.
4. Formulate creative solutions to artistic challenges in the digital realm, pushing the boundaries of the medium to convey unique artistic visions.

Course Content**30 hours**

Sketching & Drawing I. Elements of Design. Geometry. Color. Material Exploration I. Engineering Graphics. Sketching & Drawing II. Computer Applications I. Geometry II. Visual Composition. Introduction to Photography. Material Exploration II. Principles of Design. Narrative Skills I. 2D Animation I. Narrative Skills I. Desktop Publishing .Introduction to imaging tool & techniques. Introduction to game design I. Desktop publishing. Introduction to Typography. Digital imaging. Narrative Skills II. 2D animation II. Introduction to game design II. Brand Communication. Introduction to 3D Computer Animation. Introduction to digital tools and techniques. Website Design I. Digital sound design I. Elements of video production. 3D animation and modelling I. Visual effects & motion graphics. MEL scripting for artists. Level Design in games. Environment Design. Portfolio Design. Elements of video production II

Transaction Mode:

Video Based Teaching, Group Discussions, Quiz, Project Based Learning

Suggested Readings:

- *Blake Wendon, 2006, Digital art: A Step-By-Step Art Instruction Book*

Course Content: Mural Drawing**Course Code: OEC023**

L	T	P	Cr.
0	0	4	2

Total Hours: 30**Learning Outcomes:**

After completion of this course, the learner will be able to:

1. Recall the basic principles of mural composition, including balance, scale, and spatial organization.
2. Summarize the impact of murals on the communities they serve and the potential for social change and empowerment.
3. Apply principles of color theory, perspective, and visual hierarchy to create compelling and meaningful mural compositions.
4. Synthesize knowledge of mural composition and techniques to create original and innovative mural projects that respond to unique contexts and challenges.

Course Content**UNIT I****10 hours**

Sketching: Geometrical (shapes, Forms, Designs, etc.) Free hand (fruits, vegetables, flowers, birds, animals, human figures) Figurative, caricatures, line drawing, stick Drawing, cartoons, Perspective drawings, building plans, elevations etc.,

UNIT II**6 hours**

Block Printing (vegetable printing, etc.) Hand printing, Finger printing Mono printing, (leaf, leno, coins etc) Stencil printing (spray...paper cutting...)

UNIT III**8 hours**

Collage: Paper collage, Mixed collage. Mask Making: Paper mask Human, Animal etc. Mixed material masks 3d masks. etc.

UNIT IV**6 hours**

Drawing and Paintings: Basic Knowledge of Art... Color ... theory...Compositions Colorings. Memory Drawings.

Transaction Mode:

Video Based Teaching, Group Discussions, Quiz , Project Based Learning

Suggested Readings:

- *Walker William, Handbook of Drawing, 2016*
- *Walter T. Foster, The art of Basic Drawing, Cadena Drive Laguna Hills, California, 2007*

Course Content: Design Sketching**Course Code: OEC012**

L	T	P	Cr.
0	0	4	2

Total Hours: 30**Learning Outcomes:**

After completion of this course, the learner will be able to:

1. Recall and identify basic terminology related to design sketching, such as line weight, perspective, and shading.
2. Interpret design briefs or concepts and translate them into visual sketches.
3. Apply knowledge of sketching techniques to create sketches that accurately represent design concepts and ideas.
4. Assess the effectiveness of design sketches in communicating design ideas, aesthetics, and functionality.

Course Content**30 hours**

Stick Figure, Free hand drawing, Pop Art, Mints drawing of an object Hair Style, Mandala Art- Basic Pattern, Cubism Art, Perspectives of Art Pointillism, Combination of lines, OP Art, Continues drawing, Stylized object, Fauvism Art

Transaction Mode:

Video Based Teaching, Group Discussions, Quiz, Project Based Learning

Suggested Readings:

- *Walker William, Handbook of Design Sketching.*
- *Walter T. Foster, The art of Basic Design Sketching, Cadena Drive Laguna Hills, California*

SEMESTER-IV**Course Content: History of Art & Aesthetics****Course Code: BFA401**

L	T	P	Cr.
4	1	0	5

Total Hours: 60**Learning Outcomes:**

After completion of this course, the learner will be able to:

1. Identify basic terminology and conceptual understanding of how art is defined realistically.
2. Describe the significance of religious, social, and political factors in shaping Indian artistic traditions.
3. Apply knowledge of Indian art history to analyze and interpret specific artworks, sculptures, or architectural structures.
4. Assess the contributions of individual artists and artistic movements to the evolution of Indian art.

Course Content**UNIT I****13 hours**

Western Art: Early Renaissance–Giberti, Donatello, Masaccio, Botticelli

UNIT II**14 hours**

High Renaissance–Michelangelo, Leonardo–da–vinci, Baroque– Rembrandt, Rubens.

UNIT III**17 hours**

Classicism–David, Ingres

UNIT IV**16 hours**

Romanticism–Delacroix, J. M. W. Turner

Transaction Mode:

Video Based Teaching, Group Discussions, Quiz , Project Based Learning.

Suggested Readings:

- Harle J. C, *The Art & Architecture of Indian Sub-Continent*, The Yale University Press Pelican
- Roy C. Craven, *Indian Art: A Concise History (World of Art)*
- Tomory E, *History of Fine Arts in India & the West*

Course Content: Modern Indian Architecture**Course Code: BFA402**

L	T	P	Cr.
4	1	0	5

Total Hours: 60**Learning Outcomes:**

After completion of this course, the learner will be able to:

1. Analyze the importance and achievements of the artifacts, architecture and art of prehistoric times, ancient Mesopotamia, Egypt, India, China, Japan, Greece and Roman civilizations.
2. Identify the historical development of western civilization and in its formative stages.
3. Identify basic knowledge of use of visual expression to our modern concept of art and architecture.
4. Analyze and evaluate the architectural elements, proportions, and symbolism in specific Indian structures and temples.

Course Content**UNIT I****13 hours**

Modern Indian Architecture, Principle of Modern Indian Architecture

UNIT II**17 hours**

Architecture styles: Temple architecture, Mughal architecture, Indo-Saracenic Revival Architecture, Colonial architecture

UNIT III**14 hours**

Portuguese, French architecture in India, British architecture

UNIT IV**16 hours**

The Lotus Temple, Iberian Style, Indo-Gothic Style, French Influence, Portuguese Influence

Transaction Mode:

Video Based Teaching, Group Discussions, Quiz, Project Based Learning

Suggested Readings:

- *Modern Architecture in India (1947-1993) By Sarbjit Singh Bahg*

Course Content: Portrait in Water Colours (Level 2)**Course Code: BFA403**

L	T	P	Cr.
0	0	4	2

Total Hours: 30**Learning Outcomes:**

After completion of this course, the learner will be able to:

1. List the materials and tools commonly used in water portrait painting, such as oil paints, brushes, canvases, and mediums.
2. Describe the importance of lighting, composition, and expression in creating lifelike and emotionally engaging portrait paintings.
3. Analyze and evaluate the use of color, brushwork, and texture in portrait paintings, considering their emotional and aesthetic impact.
4. Develop a portfolio of professional-quality portrait paintings that showcase advanced technical skills and creative expression.

Course Content**30 hours**

Construction of skull, planes, masses of the head, understanding and creating details such as the eyes, the mouth, the nose etc., bust from different angles and eye levels, adding of details, and finishing. Character of the solid shapes of different parts and their modeling. Submission and display: Size of the portrait should not be less than half imperial. Portrait drawings in water Colour. At least 3 portrait studies on canvas in Water Colour.

Transaction Mode:

Video Based Teaching, Group Discussions, Open Talk, Team Teaching.

Suggested Readings:

- *Mau-Kun Yim, 2017, Lessons in Masterful Portrait Drawing: A Classical Approach to Drawing.*
- *Blake Wendon, 2006, Portrait Drawing: A Step-By-Step Art Instruction Book.*

Course Content: Tattoo Making**Course Code: BFA404**

L	T	P	Cr.
0	0	4	2

Total Hours: 30**Learning Outcomes:**

After completion of this course, the learner will be able to:

1. Demonstrate proficiency in operating tattoo machines, including understanding voltage, needle configurations, and settings
2. Comply with bloodborne pathogens training and certification requirements, understanding the risks and precautions associated with tattooing.
3. Develop expertise in specific tattoo styles, such as traditional, neo-traditional, realism, or illustrative, as appropriate to the course.
4. Develop effective communication skills to address client questions, concerns, and expectations throughout the tattooing process.

Course Content**30 hours**

Advanced level tattoo stencils & application on various body parts. Creating various textures such as beard, hair, fur and leather etc. Introduction to Black & Grey Realism tattoos like sculptures, portraits, animals, etc. Introduction to water colour tattoos. Making realism tattoos using different needles on synthetic skin and real skin.

Transaction Mode:

Video Based Teaching, Group Discussions, Quiz, Project Based Learning

Suggested Readings:

- *Walker William, Handbook of Drawing, 2016*
- *Walter T. Foster, The art of Basic Drawing, Cadena Drive Laguna Hills, California, 2007*

Course Content: Composition Mural (Level 1)**Course Code: BFA405**

L	T	P	Cr.
0	0	4	2

Total Hours: 30**Learning Outcomes:**

After completion of this course, the learner will be able to:

1. Recall the basic principles of mural composition, including balance, scale, and spatial organization.
2. Summarize the impact of murals on the communities they serve and the potential for social change and empowerment.
3. Apply principles of color theory, perspective, and visual hierarchy to create compelling and meaningful mural compositions.
4. Synthesize knowledge of mural composition and techniques to create original and innovative mural projects that respond to unique contexts and challenges.

Course Content**30 hours**

Study of principles of design as applied to mural considering size situation and material and material concept of space and dissertation as applied to mural, Create 4x3 ft. mural with any medium.

Transaction Mode:

Video Based Teaching, Group Discussions, Quiz, Project Based Learning

Suggested Readings:

- *James Gurney, Color & Light*

Course Content: Creative Painting**Course Code: BFA406**

L	T	P	Cr.
0	0	4	2

Learning Outcomes:

After completion of this course, the learner will be able to:

1. List the materials and tools commonly used in painting, such as brushes, canvases, and various types of paint
2. Summarize the cultural and contextual factors that have influenced the evolution of painting throughout history.
3. Analyze and evaluate the use of color, form, and texture in paintings, considering their emotional and aesthetic impact.
4. Develop a portfolio of professional-quality paintings that showcase advanced technical skills and creative expression.

Course Content**30 hours**

The student has to develop his/her own style and ideas in the field. Creative expression in figurative or non-figurative Style on social, political, Mythological, intuitional and contemporary thought etc. with oil/Acrylic/Mix media Study of Color/Form/Texture on Canvas. Medium: Oil/Water/ Acrylic color on canvas etc. Minimum Size: 30" x 36" Session Works: 10 Finished Painting (Minimum). 200 Sketches (Minimum)

Transaction mode:

Quiz, Project Based Learning, Video Based Teaching, Group Discussions, Open Talk

Suggestion Readings:

- *The Creative Drawing Course, by- Richard Taylor, edition-1rst Reprint, David and Charles Ltd, Cincinnati, Ohio*
- *Prakriti and Prakritisth Paramjeet Singh ki Kala by- Vinod Bharadwaj, Edition 1rst Rajkamal Prakashan Ltd., New Delhi*

Course Content: Advertising Art**Course Code: BFA407**

L	T	P	Cr.
0	0	4	2

Total Hours: 30**Learning Outcomes:**

After completion of this course, the learner will be able to:

1. Identify and describe the basic elements of design, including color, typography, and composition.
2. Describe the principles of effective advertising design, including visual hierarchy and readability.
3. Apply design principles to create visually appealing and effective advertising materials, such as print ads, digital banners, or social media graphics.
4. Synthesize advertising knowledge and design skills to develop original advertising concepts and campaigns for diverse products or services.

Course Content**30 hours**

Introduction to Graphic Design helps students learn the theories and foundations that are industry cornerstones. Design, Printing Surfaces, Drawing and Illustration, Typography, Computers, Digital Photography, Color Theory an Application, Production and Printing, Communication and Career Skills, Work Environment Awareness, Multimedia, and Creativity. Experience various career paths which are accessed Graphic Design foundation, such as Fine Arts, Advanced Drawing, Digital Photography, Website Design, Illustration, Display, Mural painting, Publishing, and Multi-Color Screen Printing. Technology and industry procedures are the backdrop in all assignments.

Transaction Mode:

Video Based Teaching, Group Discussions, Quiz , Project Based Learning

Suggested Readings:

- *Adobe Photoshop SC6 Classroom in A Book, The Official Training Book from Adobe Systems, Adobe Systems, Inc.*

Course Content: Print Making (Level 1)**Course Code: BFA408**

L	T	P	Cr.
0	0	4	2

Total Hours: 30**Learning Outcomes:**

After completion of this course, the learner will be able to:

1. Memorize key terminology related to woodcut printmaking, such as relief printing, brayer, and burin.
2. Describe the various types of woodcut printmaking, such as Japanese woodblock printing or contemporary adaptations.
3. Apply knowledge of woodcut techniques to create original woodcut prints, including selecting appropriate wood blocks and carving tools.
4. Evaluate and revise woodcut prints based on critical assessment and feedback, experimenting with new approaches to design and composition.

Course Content**30 hours**

Preparing sketches for Lino or wood cut printing. Cutting the Lino or Wood block in reference to the sketch followed by the details of understanding and practicing the relief printing process from carved Lino or Wood block in colored relief printing (maximum three colours). Experience of printing different types of surfaces: Rice Paper, Handmade paper, Various types of Fabrics (Cloth), Experience of hand printing with wood blocks and Linoleum sheet, Screen Printing

Transaction Mode:

Video Based Teaching, Group Discussions, Quiz, Project Based Learning

Suggested Readings:

- *Vanessa Mooncie, Print Making Book, Publisher: Guild of Master Craftsman Publications Ltd.*

Course Content: Occidental Aesthetics**Course Code: BFA409**

L	T	P	Cr.
0	0	4	2

Total Hours: 30**Learning Outcomes:**

After completion of this course, the learner will be able to:

1. Memorize key historical periods and movements in Western art and aesthetics, such as the Renaissance or Romanticism.
2. Describe the historical and cultural contexts that have influenced Western aesthetic thought and artistic expression.
3. Apply Occidental aesthetic theories to analyse and interpret works of art, literature, or cultural artifacts.
4. Assess the contributions of different philosophical and artistic movements to the evolution of Western aesthetics.

Unit I**12 hours**

Introduction to Aesthetics and its scope. Theories relating to the origin and creation of art by Greek Philosophers, Communication expression and release of emotions: imitation, play and intuition, inspiration, imagination and the role of the subconscious.

Unit II**10 hours**

Theories relating to the work of art (Neo Classism to Modern Art): Organic structure content and form expressiveness.

Unit III**11 hours**

Theories relating to the aesthetic response and appreciation: Psychic distance, pleasure- Art in relation to Society. Art of surrealists.

Unit IV**12 hours**

Psycho- analytic art theories - Propositions of Sigmund Freud. Study of works on Leonardo Davinci, Michelangelo.

Transaction Mode:

Video Based Teaching, Group Discussions, Quiz, Project Based Learning

Suggested Readings:

- *The Creative Drawing Course, by- Richard Taylor, edition-1rst Reprint, David and Charles Ltd, Cincinnati, Ohio*

Course Content: Printed and Painted Textile of India**Course Code: BFA410**

L	T	P	Cr.
0	0	4	2

Total Hours: 30**Learning Outcomes:**

After completion of this course, the learner will be able to:

1. List the key principles of surface ornamentation, such as pattern repetition and color coordination.
2. Interpret design sketches and patterns to understand how they can be translated into surface ornamentation techniques.
3. Analyze existing textile designs and decorative elements to understand the use of surface ornamentation techniques.
4. Assess the effectiveness of surface ornamentation techniques in achieving specific design objectives, such as texture, pattern, and visual interest.

Course Content**UNIT 1****7 hours**

Natures influence on the design for textiles from Pre-historic to present day.

UNIT 2**8 hours**

Study of Indian embroidered textiles with reference to: (a) Historical significance (b) Construction techniques (c) Styles (d) Textures, (e) Motifs (f) Centers of Production (I) Kashmir embroidery (Pashmina, Jamawar, Nambda, Gubba) (ii) Phulkari (iii) Chamba Rumals (iv) Kantha.

UNIT 3**8 hours**

Study of dyed textiles with reference to: (a) historical significance (b) Dyeing techniques (c) Styles, Colour and Motifs (d) Centers of Production (i) Patola (ii) Ikat and Pochampalli (iii) Bandhani of Rajasthan and Gujarat.

UNIT 4**7 hours**

Study of Printed and Painted textiles with reference to: (a) Historical significance (b) Printing Techniques (c) styles, (d) Motifs (e) Centers of Production (i) Kalamkari, (ii) Sangneri, (iii) Madhubani.

Transaction Mode:

Video Based Teaching, Group Discussions, Quiz , Project Based Learning

Suggested Readings:

- *References: Morris, M. (2008). Book Review of "Islamic Gardens and Landscapes" by D. Fairchild Ruggles.*

Semester V**Course Content: Western Art Sculpture & Paintings****Course Code: BFA501**

L	T	P	Cr.
4	1	0	5

Total Hours: 60**Learning Outcomes:**

After completion of this course, the learner will be able to:

1. Recognize and describe the basic characteristics and elements of different artistic styles.
2. Apply art historical knowledge to analyze and interpret specific sculptures and paintings
3. Analyze the formal elements of art (e.g., composition, color, texture) in individual artworks.
4. Assess the impact of Western art movements on the broader art world and culture.

Course Content**UNIT I****12 hours**

Pre Historic Art: Pre Historic and Proto Historic Art – Stone ages – Proto Historic art

UNIT II**14 hours**

Egyptian Art: Introduction to Egyptian Art –Art of Old Kingdom- Middle Kingdom – New Kingdom-Egyptian pyramids- Evolution of pyramid – paintings, sculptures

UNIT III**17 hours**

Greek Art: Introduction to Greek Art – Archaic Period- Classical Period- Hellenistic Period - paintings, sculptures

UNIT VI**16 hours**

Roman Art: Introduction to Greek Art - paintings, sculptures. Christian Art: Work of art examples. Mosaic works- in the basilicas- study of the visual language Byzantine paintings - Gothic Artpaintings, sculptures.

Transaction Mode:

Video Based Teaching, Group Discussions, Open Talk, Team Teaching.

Suggested Readings:

- *E.H.Gombrich., The story of Art, Phaidon series.2010*
- *A.G. Gardner, Art through the Ages, Thampson Wordsworth.*
- *Regent Wharf, 10,000 years of Art, Phaidon,2009.*
- *Edit Tomory , A History of Fine Arts in India and the West. Orient Longmann. Sir Laurence Gowing , A History of Art , Andromeda 2002*

Course Content: Portrait in Oil (Level 3)**Course Code: BFA502**

L	T	P	Cr.
0	0	4	2

Total Hours: 30**Learning Outcomes:**

After completion of this course, the learner will be able to:

1. List the materials and tools commonly used in oil portrait painting, such as oil paints, brushes, canvases, and mediums.
2. Describe the importance of lighting, composition, and expression in creating lifelike and emotionally engaging portrait paintings.
3. Analyze and evaluate the use of color, brushwork, and texture in portrait paintings, considering their emotional and aesthetic impact.
4. Develop a portfolio of professional-quality portrait paintings that showcase advanced technical skills and creative expression.

Course Content**30 hours**

Construction of skull, planes, masses of the head, understanding and creating details such as the eyes, the mouth, the nose etc., bust from different angles and eye levels, adding of details, and finishing. Character of the solid shapes of different parts and their modeling. Submission and display: Size of the portrait should not be less than half imperial. Portrait drawings in oil colours. At least 3 portrait studies on canvas in Oil colours.

Transaction Mode:

Video Based Teaching, Group Discussions, Open Talk, Team Teaching.

Suggested Readings:

- *Mau-Kun Yim, 2017, Lessons in Masterful Portrait Drawing: A Classical Approach to Drawing.*
- *Blake Wendon, 2006, Portrait Drawing: A Step-By-Step Art Instruction Book.*

Course Content: Art Appreciation**Course Code: BFA503**

L	T	P	Cr.
3	0	0	3

Total Hours: 45**Learning Outcomes:**

After completion of this course, the learner will be able to:

1. Recall and identify key artists, artworks, and art movements from different periods and cultures.
2. Describe how different artistic elements (e.g., color, composition, texture) contribute to the overall meaning and impact of artworks.
3. Demonstrate an understanding of art appreciation principles by providing reasoned interpretations of art.
4. Evaluate the artistic quality and significance of specific artworks, considering factors like originality, craftsmanship, and artistic intent.

Course Content**UNIT I****12 hours**

Introduction to Art, relationship between Art and the Artist, The basic concept of beauty that is involved in the creation of Art. Art as an essential part of the real world. Art as a powerful medium of self-expression

UNIT II**10 hours**

Art Concepts: Role of forms in art. Content and style as the essence of art. Meaning and definition of Iconography.

UNIT III**11 hours**

Theme and purpose of art, Role of art in the society, Relationship between art and nature as a complement to each other, Role of Imagination and fantasy as an important phenomenon for the creation of art.

UNIT IV**12 hours**

The Visual Elements, Lines Types of lines and their functions in art. Formation of shapes and their role in art. Importance of Light and colour. Usage of tones and textures to create an effective body of art work. Importance of space, time and motion in understanding art, Principles of Design in Art, Definition and principles of design- Balance, Proportion, Harmony, Emphasis ,Rhythm.

Transaction Mode:

Video Based Teaching, Group Discussions, Quiz, Project Based Learning.

Suggested Readings:

- *Bustanoby.J.H., 1947 History of Art Apprecation., Mc Graw Hill Book Company , New York, London,*

Course Content: Environment Studies**Course Code: BFA504**

L	T	P	Cr.
2	0	0	2

Total Hours: 30**Learning Outcomes:**

After completion of this course, the learner will be able to:

1. Recognize the physical, chemical and biological components of the earth's system and show how they function.
2. Demonstrate the importance of environmental studies in addressing global environmental challenges and promoting sustainability.
3. Interpret environmental data and trends to understand environmental issues and their impact.
4. Analyze environmental problems, their causes, and their consequences on ecosystems and human populations.

Course Content**UNIT I****8 hours**

The Multidisciplinary nature of environmental studies. Definition, scope and importance, Need for public awareness. Natural Resources: Renewable and non-renewable resources: Natural resources and associated problems. Forest resources: Use and over-exploitation, deforestation, case studies. Timber extraction, mining, dams and their effects on forests and tribal people. Water resources: Use and over-Utilization of surface and ground water, floods, drought, conflicts and water, dams-benefits and problems. Mineral resources: Use and exploitation, environmental effects of extracting and using mineral resources, case studies. Food resources: World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, case studies.

UNIT II**7 hours**

Ecosystems: Concept of an ecosystem, Structure and function of an ecosystem, Producers, consumers and decomposers. Energy flow in the ecosystem, Ecological succession, Grassland ecosystem

UNIT III**8 hours**

Environmental Pollution: Definition, Causes, effects and control measures of:-Air pollution, Water pollution, Soil pollution, Marine pollution, Noise pollution, Thermal pollution, Nuclear hazards, ill-effects of fireworks Solid waste Management: Causes, effects and control measures of urban and industrial wastes. Role of an individual in prevention of pollution, Pollution case studies. Disaster management: floods, earthquake, cyclone and landslides.

UNIT IV**7 hours**

Social Issues and the Environment From Unsustainable to Sustainable development, Urban problems related to energy Water conservation, rain water harvesting, watershed management Resettlement and rehabilitation of people; its problems and concerns , Case studies, Environmental ethics: Issues and possible solutions, Climate change, global warming, acid rain, ozone layer depletion, nuclear, Accidents and holocaust. Case studies.

Transaction Mode:

Group Discussions, Questions, Project Based Learning, Video Based Teaching

Suggested Readings:

- *Agarwal, K. C. 2001, Environment Biology, Nidi Publ. Ltd. Bikaner.*
- *Jadhav, H &Bhosale, V.M. 1995. Environment Protection &Laws, Himalaya Pub House, Delhi 284p.*
- *Rao M. N. &Datta A.K. 1987, Waste Water Treatment, Oxford& IBH Publ. Co. Pvt. Ltd.*

Course Content: Elementary Composition**Course Code: BFA505**

L	T	P	Cr.
0	0	4	2

Total Hours: 30**Learning Outcomes:**

After completion of this course, the learner will be able to:

1. Recall the basic techniques and principles of using oil pastels, such as blending, layering, and texture creation.
2. Describe the differences between oil pastels and other traditional drawing or painting mediums.
3. Assess the effectiveness of different oil pastel techniques and approaches in conveying ideas, emotions, or narratives in artworks.
4. Synthesize knowledge of oil pastel techniques and composition to create original and innovative artworks that explore new possibilities within the medium.

Course Content**30 hours**

Developing basic idea of various types of compositions. Study of human relation with environment through physical studies of locations. Drawings/Sketches made from the study to be translated into compositions in Transparent Water Colour, opaque water colour, Wash, mixed media etc. on paper/ mounted paper. Submission of class works: at least four with five preparatory drawings/sketches for each.

Transaction Mode:

Video Based Teaching, Group Discussions, Quiz , Project Based Learning.

Suggested Readings:

- *James Gurney, Color & Light*

Course Content: Antique and Anatomy Study**Course Code: BFA506**

L	T	P	Cr.
0	0	4	2

Total Hours: 30**Learning Outcomes:**

After completion of this course, the learner will be able to:

1. Demonstrate the basic structure of the human figure.
2. Recognize and identify complex anatomical aspects of the human form and its muscular-skeletal system.
3. Represent and compose in space, the human figure using measuring techniques.
4. Explore the symbolic and expressive aspects of the human head in art, considering how it can represent identity, emotion, and storytelling.

Course Content**30 hours**

Antique study in Pencil, charcoal, conti, pen & ink on paper with detailed drawing, tonal variations and modulation. Animal, Human figure drawing in Pencil, charcoal, conti, pen & ink on paper with detailing in drawing, tonal variations and modulation. Figurative Sketch (single/ group figures). Submission of class works: at least four. Submission of at least ten Free-hand sketches.

Transaction Mode:

Video Based Teaching, Group Discussions, Quiz, Project Based Learning

Suggested Readings:

- Roy C. Craven, *Indian Art: A Concise History*
- Tomory, *History of Fine Arts in India and the West*.

Course Content: Life Drawing**Course Code: BFA507**

L	T	P	Cr.
0	0	4	2

Total Hours: 30**Learning Outcomes:**

After completion of this course, the learner will be able to:

1. Demonstrate archive-based investigation as a method of art practice.
2. Analyze the notion of archive in contemporary art.
3. Evaluate the archival qualities in artworks
4. Produce art works with archival qualities.

Course Content**30 hours**

Study from life model to develop understanding of the human structure; volume in perspective and foreshortening proportion of male and female, rhythmic curves as uniting factors in all parts of the body; balance of parts, study of anatomy; various media. Submission and Display: 5 life study Drawings in any medium (pencil, and dry/soft and oil pastels, charcoal etc.) at least. Size should not be less than half imperial. 3 life studies (Full figure with the understanding and practice of human anatomy, proportions, planes and masses, posture and rhythmic unity of body parts) in any medium (water, acrylic, oil colors, mixed media).Size should not be less than 24inches x 36inches on Canvas. At-least 100 sketches in any medium. Size should not be less than 1/4 imperial.

Transaction Mode:

Video Based Teaching, Group Discussions, Quiz , Project Based Learning.

Suggested Readings:

- *Barrington Barber, Essential Guide to Drawing: Still Life.*

Course Content: Object Study in Oil**Course Code: BFA508**

L	T	P	Cr.
0	0	4	2

Total Hours: 30**Learning Outcomes:**

After completion of this course, the learner will be able to:

1. Memorize safety precautions and best practices for working with oil paints.
2. Apply basic oil painting techniques, such as underpainting, glazing, and impasto, to create a foundation for artwork.
3. Analyze the composition and arrangement of objects in a still life setup, considering principles of design, balance, and visual hierarchy.
4. Reflect on your artistic process and decision-making while creating oil paintings.

Course Content**UNIT I****7 hours**

To develop the sense of structure. Study from any kind of forms in nature-pods, shell, butterflies, flowers, plants, insects, minerals, human bones etc.

UNIT II**8 hours**

To understand how these forms achieve their structural unity through adherence to principal with physical nature of the material being observed and studied through various Rendering. Media and techniques in various light conditions.

UNIT III**7 hours**

Drawing from object: drawing from cubes, cones, cylindrical objects, casts, nature study, still life group etc.

UNIT IV**8 hours**

Understanding and practicing the perspective of near and far objects. Texture, Physical appearance and quality of various objects, effect of lights on different surfaces. Practicing shading, rendering, hatching, cross hatching, line drawing, stippling and other various methods of drawing.

Transactional Mode:

Video Based Teaching, Group Discussions, Quiz, Project Based Learning

Suggested Readings:

- *Walker William, Handbook of Drawing, 2016*

- *Walter T. Foster, The art of Basic Drawing, Cadena Drive Laguna Hills, California, 2007*

Course Content: Still Life in Oil (Level 3)**Course Code: BFA509**

L	T	P	Cr.
0	0	4	2

Total Hours: 30**Learning Outcomes:**

After completion of this course, the learner will be able to:

1. Apply linear and tonal techniques to depict form and develop composition.
2. Develop the ability through practice to observe and record images accurately and readily in graphic form.
3. Prepare a visual grammar of image making through demonstration and practice with graphite, charcoal, ink, pastel, or other appropriate tools or materials.
4. Examine, analyze, and appraise pictorial composition through critique, demonstration, and practice, on an increasingly sophisticated level.

Course Content**UNIT I****7 hours**

Introduction to various techniques. Study of foreground and background with drapery.

UNIT II**8 hours**

Texture study with different materials like cloth, wood, glass, bronze, mirror, china clay, terracotta, etc. Selection and arrangement of objects.

UNIT III**7 hours**

Eye level, source of light, tonal variation, composition. Drawing from different angles.

UNIT IV**8 hours**

Details about light & shades. Medium - Pencil, Pencil Colours.

Transaction Mode:

Video Based Teaching, Group Discussions, Quiz, Project Based Learning

Suggested Readings:

- *Barrington Barber, Essential Guide to Drawing: Still Life.*

Course Content: Photography**Course Code: BFA510**

L	T	P	Cr.
0	0	4	2

Total Hours: 30**Learning Outcomes:**

After completion of this course, the learner will be able to:

1. Demonstrate the concept of film exposure, print development and print presentation
2. Identify and understand the basic components of a camera
3. Setup and evaluate the use and functions of a 4x5 camera
4. Explore and implement advanced digital exposure methods

Course Content**UNIT I****7 hours**

Camera as a Tool: Evolution of camera. Camera technology. Film formats. Camera design, Optical lenses, accessories.

UNIT II**9 hours**

Camera Techniques - Observation, Selection of subject: Observing light, light temperature. Selection of subject. Exposures, apertures. Choice of lens, filters. Choice of shot.

UNIT III**6 hours**

Know your digital Camera: Camera Parts. Body. Sensor/lenses/digital technology/CPU. Automated and Assisted settings: Shooting modes. Flash Modes. Image enhancement settings. Video mode. Manual Settings.

UNIT IV**8 hours**

Automated and Assisted settings: Shooting modes. Flash Modes. Image enhancement settings. Video mode. Manual Settings. Shoot with different Automated modes. Shoot with manual settings. Shoot with different lenses. Shoot with Flash. Shoot with natural light. Shoot with filters. Project Submission: End of the Semester. Still Life with Studio Flash Lights (Table Top) Outdoor based Lighting exercise (Shooting in Different Lighting Condition) Lighting Techniques: Outdoor, Artificial/Mixed, Creative photography (abstract, texture, architectural etc. Lab Work: Color correction and Manipulation of photographs. Sessional works: 10 Prints of photographs in approximate Size: 12" x 18" (Minimum)

Transaction Mode:

Video Based Teaching, Group Discussions, Quiz, Project Based Learning

Suggested Readings:

- *Complete Introduction to photography by J. Harris Gable, Illustrated, Read Books*
- *The art of digital photography by John Hedgerow, Dorling Kindersley Ltd*
- *Outdoor photography: Portraits by Cathy Joseph, Illustrated, Bloomsbury Academic*

Semester VI**Course Content: Materials & Methods (Level 2)****Course Code: BFA601**

L	T	P	Cr.
4	1	0	5

Total Hours: 60**Learning Outcomes:**

After completion of this course, the learner will be able to:

1. Recall and identify different types of materials commonly used in the field of study.
2. Describe the basic methods and techniques used for working with different materials in the field.
3. Apply knowledge of material properties to select appropriate materials for specific projects or applications.
4. Synthesize knowledge of materials and methods to propose innovative solutions or improvements in materials and processes.

Course Content**UNIT I****13 hours**

The Glues.Varnishes

UNIT II**17 hours**

Preparation of Canvases

UNIT III**12 hours**

Oil Paints and Oil, Drying oils, Thinners and siccatives

UNIT IV**18 hours**

Gesso Grounds, Gesso Panels

Transactional Mode:

Video Based Teaching, Group Discussions, Quiz , Project Based Learning.

Suggested Readings:

- *Mayer Ralph, 1991 The Artist's Handbook of Materials & Techniques, Fifth Edition University Press Pelican*

Course Content: Commercial Art**Course Code: BFA602**

L	T	P	Cr.
4	1	0	5

Total Hours: 60**Learning Outcomes:**

After completion of this course, the learner will be able to:

1. Recall and identify fundamental design principles, such as balance, contrast, alignment, and proximity.
2. Summarize the historical development of commercial art and its impact on advertising and branding.
3. Apply design principles and concepts to create visually appealing and effective advertisements, logos, packaging, and other marketing materials.
4. Innovate and adapt design approaches to address unique challenges and trends in the commercial art field.

Course Content**60 hours**

Drawing from Still-Life and Nature, medium-pencil monochrome/colour. Lettering. Study of lettering of Roman and Devnagri Scripts, Identification of some type-faces and their sizes. Layout: Making a simple layout with lettering as the main component Poster, Making a poster with specified data and slogan on a given subject in two or three colours.

Transactional Mode:

Video Based Teaching, Group Discussions, Quiz, Project Based Learning

Suggested Readings:

- *Mau-Kun Yim, 2017, Lessons in Masterful Portrait Drawing: A Classical Approach to Drawing*
- *Blake Wendon, 2006, Portrait Drawing: A Step-By-Step Art Instruction Book*

Course Content: Portrait in Acrylics (Level 4)**Course Code: BFA603**

L	T	P	Cr.
0	0	4	2

Total Hours: 30**Learning Outcomes:**

After completion of this course, the learner will be able to:

1. List the materials and tools commonly used in acrylics portrait painting, such as oil paints, brushes, canvases, and mediums.
2. Describe the importance of lighting, composition, and expression in creating lifelike and emotionally engaging portrait paintings.
3. Analyze and evaluate the use of color, brushwork, and texture in portrait paintings, considering their emotional and aesthetic impact.
4. Develop a portfolio of professional-quality portrait paintings that showcase advanced technical skills and creative expression.

Course Content**30 hours**

Construction of skull, planes, masses of the head, understanding and creating details such as the eyes, the mouth, the nose etc., bust from different angles and eye levels, adding of details, and finishing. Character of the solid shapes of different parts and their modeling. Submission and display: Size of the portrait should not be less than half imperial. Portrait drawings in acrylics. At least 3 portrait studies on canvas in acrylics.

Transaction Mode:

Video Based Teaching, Group Discussions, Open Talk, Team Teaching.

Suggested Readings:

- *Mau-Kun Yim, 2017, Lessons in Masterful Portrait Drawing: A Classical Approach to Drawing.*
- *Blake Wendon, 2006, Portrait Drawing: A Step-By-Step Art Instruction Book.*

Course Title: Art Research

L	T	P	Cr.
0	0	4	2

Course Code: BFA604**Total Hours: 30****Learning Outcomes:**

After completion of this course, the learner will be able to:

1. Demonstrate an understanding of the research process, from the development of a research question, through to writing and submitting a research proposal.
2. Describe an understanding of ethics in research and its applicability to the research proposal.
3. Identify knowledge and understanding of the structure, organization and writing style of a research proposal and research ethics application.
4. Evaluate the implications arising from the proposal of a research project.

UNIT I**8 hours**

Research Proposal: need, importance and Steps to prepare a research proposal. Role of Computer and Its application in fashion-oriented research.

UNIT II**7 hours**

Writing of research Paper: Need and Layout of research report. Precautions of writing a research Paper. Significance and Innovation in research

UNIT III**7 hours**

References and its different styles. Ethics in Research. Submission Guidelines and Publication process.

UNIT IV**8 hours**

To write a two Research Papers. One on survey basis and other on Digitalization in Fashion. (Topics can be taken related to some industry, survey, product development or some concern related to fashion). To select a relevant topic for research Paper related to fashion or allied field and formulate a plan of action for the same. Submitting a Research Papers stating the review work, objectives, methodology, summary and conclusion (topics can be taken related to some industry, survey, product development or some concern related to fashion).

Suggested Readings:

- *Jackson, S.L. (2010). Research methods and statistics. Jacksonville University. New Delhi: Cengage Learning.*
- *Best, J.W. & Khan, J.V. (1995), Research in Education. Prentice Hall of India Pvt. Ltd., New Delhi.*

Course Title: Art Business & Management**Course Code: BFA605**

L	T	P	Cr.
3	0	0	3

Total Hours: 45**Learning Outcomes:**

After completion of this course, the learner will be able to:

1. Develop a solid foundation in art history to contextualize and appreciate various art movements, styles, and artists.
2. Analyze market trends, pricing strategies, and the factors influencing the value of art.
3. Explore opportunities for entrepreneurial ventures in the art sector, such as starting an art gallery, consultancy, or online platform.
4. Adhere to ethical standards and professional conduct within the art business.

Course Content**45 hours**

Work Placement in an arts organization, Business Strategies for the Arts (Marketing, Finance and Business Planning). Creative Learning: Arts, Heritage and Education. Professional Practice Live Project

Transaction Mode:

- Video Based Teaching, Group Discussions, Quiz , Project Based Learning

Suggested Readings:

- *The Arts Management Handbook: New Directions for Students and Practitioners* By Meg Brindle, Constance DeVereaux
- *Visual Arts and the Law: A Handbook for Professionals* By Judith B Prowda
- *The Arts Management Handbook: New Directions for Students and Practitioners* by Meg Brindle, Constance DeVereaux

Course Title: Design and Communication**Course Code: BFA606**

L	T	P	Cr.
3	0	0	3

Total Hours: 45**Learning Outcomes:**

After completion of this course, the learner will be able to:

1. Express the importance of the symbols and visual elements and use them effectively in their design concepts
2. Interact with people from social, cultural and corporate backgrounds to derive what people are looking for and their visual literacy level.
3. Explore and experiment with representational designs and abstract designs to achieve their Concepts.
4. Effectively interact with their clients and communicate their ideas.

Course Content**45 hours**

Publication Design. Press Layout Designing: Study of different spatial arrangement, Collage and contour drawings for rearrangements of the layouts, Layout elements in gray scales, Context based Press layouts. To design posters and other display materials: To design poster and other layout designs for the themes such as , environmental, social issues. Commercial aspects of posters : Poster as publicity materials for promoting different commercial and state activities.

Transaction Mode:

Video Based Teaching, Group Discussions, Quiz , Project Based Learning

Suggested Readings:

- *Design for Communication: Conceptual Design Basics* by Elizabeth Resnick / John Wiley & Sons.
- *Design & Visual Communication* John W. Cataldo International Textbook Company, 1966.

Course Title: Drawing & Sketch**Course Code: BFA607**

L	T	P	Cr.
0	0	4	2

Total Hours: 30**Learning Outcomes:**

After completion of this course, the learner will be able to:

1. Recall fundamental drawing materials and tools, such as pencils, charcoal, and sketchbooks.
2. Apply knowledge of drawing techniques to create original sketches and drawings that demonstrate proficiency in capturing subjects and conveying ideas.
3. Analyze and evaluate the use of line, form, texture, and value in drawings, considering their emotional and aesthetic impact.
4. Formulate creative solutions to artistic challenges in drawing, pushing the boundaries of the medium to convey unique narratives and emotions.

Course Content**UNIT I****7 hours**

Sketching & Drawing. Elements of Design: Geometry, Color. Material Exploration I, Engineering Graphics. Sketching & Drawing II, Computer Applications I, Geometry II, Visual Composition.

UNIT II**8 hours**

Introduction to Photography, Material Exploration II, Principles of Design, Narrative Skills I, 2D Animation I, Narrative Skills I, Desktop Publishing, Introduction to imaging tool & techniques, Introduction to game design, Desktop publishing, Introduction to Typography, Digital imaging, Narrative Skills II, 2D animation II

UNIT III**8 hours**

Introduction to game design II, Brand Communication, Introduction to 3D Computer Animation. Introduction to digital tools and techniques, Website Design I, Digital sound design I, Elements of video production, 3D animation and modelling I, Visual effects & motion graphics, MEL scripting for artists Level Design in games

UNIT IV**7 hours**

Environment Design. Portfolio Design. Elements of video production II

Transactional Mode:

Video Based Teaching, Group Discussions, Quiz, Project Based Learning

Suggested Readings:

- *Complete Introduction to Digital Art by J. Harris Gable, Illustrated, Read Books*
- *The art of digital by John Hedgerow, Dorling Kindersley Ltd*

Course Content: Print Making (Level 2)**Course Code: BFA608**

L	T	P	Cr.
0	0	4	2

Total Hours: 30**Learning Outcomes:**

After completion of this course, the learner will be able to:

1. Memorize key terminology related to woodcut printmaking, such as relief printing, brayer, and burin.
2. Describe the various types of woodcut printmaking, such as Japanese woodblock printing or contemporary adaptations.
3. Apply knowledge of woodcut techniques to create original woodcut prints, including selecting appropriate wood blocks and carving tools.
4. Evaluate and revise woodcut prints based on critical assessment and feedback, experimenting with new approaches to design and composition.

Course Content**UNIT I****9 hours**

Anticipatory and imaginative use of gathering impressions. Fundamentals of various methods of taking prints.

UNIT II**8 hours**

Observation of intrinsic texture of various surfaces and the textures of natural and man-made things. Assignments in: Rubbing, Potato prints, Mono print, Linocut. Wood Cut.

UNIT III**7 hours**

Techniques of taking printing in: Mono color. Experience of Hand printing.

UNIT IV**6 hours**

Wood block . Method of Inking

Transaction Mode:

Video Based Teaching, Group Discussions, Quiz , Project Based Learning

Suggested Readings:

- *Vanessa Moonie, Print Making Book, Publisher: Guild of Master Craftsman Publications Ltd.*

Course Title: Gouache Painting**Course Code: BFA609**

L	T	P	Cr.
0	0	4	2

Total Hours:30**Learning Outcomes:**

After completion of this course, the learner will be able to:

1. List the materials and tools commonly used in gouache painting, such as gouache paints, brushes, and surfaces.
2. Summarize the techniques and approaches used in gouache painting, including layering, blending, and color mixing.
3. Examine the role of gouache painting in contemporary art and how artists have utilized the medium for creative experimentation and innovation.
4. Innovate and propose new approaches to gouache painting, exploring interdisciplinary or experimental possibilities within the medium.

Course Content**UNIT I****8 hours**

Introduction to Gouache: Overview of gouache as a medium. Understanding the properties of gouache paints. Exploring different brands and color options. Introduction to basic tools and materials.

UNIT II**7 hours**

Color Theory and Mixing: Understanding the color wheel and color relationships. Mixing primary, secondary, and tertiary colors. Creating harmonious color schemes. Exploring color temperature and value

UNIT III**8 hours**

Techniques and Applications: Layering and building up colors. Understanding opacity and transparency. Dry brush techniques for texture and details. Setting up and composing a still life arrangement. Observing and capturing accurate proportions and shapes. Exploring different textures and surfaces

UNIT IV**8 hours**

Advanced Techniques and Experimental Approaches: Exploring different gouache techniques and effects. Creating texture and pattern with gouache. Layering and glazing techniques. Mixed media approaches with gouache and other mediums.

Transaction mode

Quiz, Project Based Learning, Video Based Teaching, Group Discussions, Open Talk

Suggested Reading:

- *Walker William, 1999 Handbook of Drawing*
- *Walter T. Foster, 1997 The art of Basic Drawing, Cadena Drive Laguna Hills, California*

Course Title: Acrylic Painting**Course Code: BFA610**

L	T	P	Cr.
0	0	4	2

Total Hours: 30**Learning Outcomes:**

After completion of this course, the learner will be able to:

1. List the materials and tools commonly used in acrylic painting, such as gouache paints, brushes, and surfaces.
2. Summarize the techniques and approaches used in acrylic painting, including layering, blending, and color mixing.
3. Examine the role of acrylic painting in contemporary art and how artists have utilized the medium for creative experimentation and innovation.
4. Innovate and propose new approaches to acrylic painting, exploring interdisciplinary or experimental possibilities within the medium.

Course Content**30 hours**

Representational Composition based on Subjects developed from daily life, nature, environment (preferred), etc. (developed from sketches/drawings made in pencil/water colour/conti/pen & ink, acrylics), enhancing medium skills, learning simple rules of conventional water colour, opaque water colour, Wash, etc. on paper/ mounted paper.

Transaction mode

Quiz, Project Based Learning, Video Based Teaching, Group Discussions, Open Talk

Suggested Reading:

- *Walker William, 1999 Handbook of Drawing*
- *Walter T. Foster, 1997 The art of Basic Drawing, Cadena Drive Laguna Hills, California*

SEMESTER-VII**Course Content: Methods and Materials (Level 3)****Course Code: BFA701**

L	T	P	Cr.
4	0	0	4

Total Hours: 60**Learning Outcomes:**

After completion of this course, the learner will be able to:

1. Recall and identify different types of materials commonly used in the field of study.
2. Describe the basic methods and techniques used for working with different materials in the field.
3. Apply knowledge of material properties to select appropriate materials for specific projects or applications.
4. Synthesize knowledge of materials and methods to propose innovative solutions or improvements in materials and processes.

Course Content

UNIT I	13 hours
Classification of colours	
UNIT II	11 hours
Sources, characteristics and durability of pigments	
UNIT III	10 hours
Causes of colours changing	
UNIT IV	11 hours
Priming and ground recipes	

Transaction Mode:

- Video Based Teaching, Group Discussions, Quiz , Project Based Learning

Suggested Readings:

- *Mayer Ralph, 1991, The Artist's Handbook of Materials & Techniques, Fifth Edition.*

Course Content: Portrait in Charcoal (Level 5)**Course Code: BFA702**

L	T	P	Cr.
0	0	4	2

Total Hours: 30**Learning Outcomes:**

After completion of this course, the learner will be able to:

1. List the materials and tools commonly used in charcoal portrait painting, such as oil paints, brushes, canvases, and mediums.
2. Describe the importance of lighting, composition, and expression in creating lifelike and emotionally engaging portrait paintings.
3. Analyze and evaluate the use of color, brushwork, and texture in portrait paintings, considering their emotional and aesthetic impact.
4. Develop a portfolio of professional-quality portrait paintings that showcase advanced technical skills and creative expression.

Course Content**30 hours**

Construction of skull, planes, masses of the head, understanding and creating details such as the eyes, the mouth, the nose etc., bust from different angles and eye levels, adding of details, and finishing. Character of the solid shapes of different parts and their modeling. Submission and display: Size of the portrait should not be less than half imperial. Portrait drawings in charcoal. At least 3 portrait studies on canvas in charcoal.

Transaction Mode:

Video Based Teaching, Group Discussions, Open Talk, Team Teaching.

Suggested Readings:

- *Mau-Kun Yim, 2017, Lessons in Masterful Portrait Drawing: A Classical Approach to Drawing.*
- *Blake Wendon, 2006, Portrait Drawing: A Step-By-Step Art Instruction Book.*

Course Content: Commercial Art and Techniques**Course Code: BFA703**

L	T	P	Cr.
3	0	0	3

Total Hours: 45**Learning Outcomes:**

After completion of this course, the learner will be able to:

1. Recall and identify fundamental design principles, such as balance, contrast, alignment, and proximity.
2. Summarize the historical development of commercial art and its impact on advertising and branding.
3. Apply design principles and concepts to create visually appealing and effective advertisements, logos, packaging, and other marketing materials.
4. Innovate and adapt design approaches to address unique challenges and trends in the commercial art field.

Course Content**UNIT I****13 hours**

Commercial character design, illustration, graphic design, photography

UNIT II**11 hours**

Industrial design, Motion graphic design, Television commercial

UNIT III**10 hours**

Music videos, commercial graphic design, purposed and use of commercial art

UNIT IV**11 hours**

Internet advertisements, signboards, billboards, poster for events, commercial art vs fine art

Transaction Mode:

- Video Based Teaching, Group Discussions, Quiz , Project Based Learning

Suggested Readings:

- *The Addictive Sketcher* Author: Adebajji Alade Publisher: Search Press Published: January 2020Format.
- *365 Days of Art* Author: Lorna Scobie Publisher: Hardie Grant Books Published: 2017Format.

Course Content: Advertising Profession**Course Code: BFA704**

L	T	P	Cr.
4	0	0	4

Total Hours: 60**Learning Outcomes:**

After completion of this course, the learner will be able to:

1. Identify and describe the basic elements of design, including color, typography, and composition.
2. Describe the principles of effective advertising design, including visual hierarchy and readability.
3. Apply design principles to create visually appealing and effective advertising materials, such as print ads, digital banners, or social media graphics.
4. Synthesize advertising knowledge and design skills to develop original advertising concepts and campaigns for diverse products or services.

Course Content**UNIT I****17 hours**

Introduction to advertising and its applications in everyday life. Concept of Advertising; Advertising Objectives, Budget; DAGMAR; AIDA; Advertising Media; Classifications of Advertising; Internet Advertising; Advertising Appeals; Role and Impact of Advertising on the Indian Economy; Advertising and Indian Art & Culture; Advertising and Indian Society; Misleading and Deceptive advertisements.

UNIT II**14 hours**

Introduction to Marketing Management II: Marketing Mix; Concept of Product; Product Mix; Product Planning and New Product Development; Product Life Cycle; Product Packaging and Labelling; Pricing; Distribution; Promotion; Direct, Marketing, History of advertising

UNIT III**13 hours**

Media Planning and Research; various survey, measurement and study methods of Media performance; Media Selection, 2. Media Scheduling; Evaluation of Advertising Effectiveness; Advertising Agencies; Advertising Department, Social and economic impact of advertising

UNIT IV**17 hours**

Importance and role in Marketing; Forms of Sales Promotion; Major tools of Sales Promotion; Developing Sales Promotion Programme; Implementing and evaluating the results; Integration of Sales Promotion with Advertising, Concept of Brand, Role of Social Media in Marketing Brands; Important concepts of Brand Management; Branding Decisions, Marketing and market research

Transaction Mode:

Video Based Teaching, Group Discussions, Quiz , Project Based Learning

Suggested Readings:

- *Esther Thorson.Shelly Rodgers., 1955 Advertising Theory Book.*

Course Content: Pictorial Composition**Course Code: BFA705**

L	T	P	Cr.
3	0	0	3

Total Hours: 45**Learning Outcomes:**

After completion of this course, the learner will be able to:

1. Recall the basic techniques and principles of using oil pastels, such as blending, layering, and texture creation.
2. Describe the differences between oil pastels and other traditional drawing or painting mediums.
3. Assess the effectiveness of different oil pastel techniques and approaches in conveying ideas, emotions, or narratives in artworks.
4. Synthesize knowledge of oil pastel techniques and composition to create original and innovative artworks that explore new possibilities within the medium.

Course Content**UNIT I****12 hours**

Introduction to various techniques. Study of foreground and background with drapery.

UNIT II**11 hours**

Texture study with different materials like cloth, wood, glass, bronze, mirror, china clay, terracotta, etc. Selection and arrangement of objects.

UNIT III**10 hours**

Eye level, source of light, tonal variation, composition. Drawing from different angles.

UNIT IV**12 hours**

Details about light & shades. Medium - Pencil, Pencil Colours.

Transaction Mode:

Video Based Teaching, Group Discussions, Quiz, Project Based Learning

Suggested Readings:

- *Barrington Barber, Essential Guide to Drawing: Still Life.*

Course Content: Advertising Theory**Course Code: BFA706**

L	T	P	Cr.
3	0	0	3

Total Hours: 45**Learning Outcomes:**

After completion of this course, the learner will be able to:

1. Identify and describe the basic elements of design, including color, typography, and composition.
2. Describe the principles of effective advertising design, including visual hierarchy and readability.
3. Apply design principles to create visually appealing and effective advertising materials, such as print ads, digital banners, or social media graphics.
4. Synthesize advertising knowledge and design skills to develop original advertising concepts and campaigns for diverse products or services.

Course Content**UNIT I****12 hours**

Press Advertising- Typographical. Create Press Ad. Understanding of creative brief. Copy-writing techniques Press. Technicalities of Typographical Press Advertising. Reproducing techniques for Press Advertising

UNIT II**11 hours**

Magazine Advertising- Typographical. Create Magazine ad. Understanding of creative brief. Copy-writing techniques for Magazine. Technicalities of Typographical Magazine Advertising. Reproducing techniques for Magazine Advertising

UNIT III**12 hours**

Press Advertising- Illustrative Approach. Create press ad. Understanding of creative brief. Illustrative Approach techniques Press. Technicalities of Illustrative Press Advertising. Reproducing Illustration for Press Advertising

UNIT IV**10 hours**

Magazine Advertising- Illustrative Approach. Create magazine ad. Understanding of creative brief. Illustrative Approach techniques Magazine. Technicalities of Illustrative Magazine Advertising. Reproducing Illustration for Magazine Advertising

Transaction Mode:

Video Based Teaching, Group Discussions, Quiz , Project Based Learning.

Suggested Readings:

- *Esther Thorson.Shelly Rodgers., 1955 Advertising Theory Book.*

Course Content: Multi Object Composition**Course Code: BFA707**

L	T	P	Cr.
0	0	4	2

Total Hours: 30**Learning Outcomes:**

After completion of this course, the learner will be able to:

1. Develop spatial awareness and the ability to arrange multiple objects within a two-dimensional or three-dimensional space effectively.
2. Analyze how these principles apply to multi-object compositions.
3. Encourage experimentation with unconventional or innovative approaches to multi-object composition.
4. Push the boundaries of traditional composition to create unique and expressive artworks.

Course Content**30 hours**

The two-dimensional surface and its structural possibilities elements of plastic expression related to the concepts of space and form and use of colors and textural values; form and contents; compositional exercises based on objects, forms and animals; various media. Exercises based on compositional studies of objects (singular and in groups), consideration of space in composition, study on locales or surroundings. Analysis of compositions in paintings along with the use of colours and textures Submission and Display: 10 compositions on sheets in any medium (pencil and dry / soft and oil pastels, charcoal, water and poster colours etc.) at-least. Size should not be less than half imperial. 3 compositions on canvas in any medium (acrylic, oil colors, mix media) at Least. Size should not be less than 24x36 inches. At-least 300 sketches in any medium not less than 1/4 imperial.

Transaction Mode:

Video Based Teaching, Group Discussions, Quiz, Project Based Learning

Suggested Readings:

- *Barrington Barber, Essential Guide to Drawing: Still Life*

Course Content: Composition from Life**Course Code: BFA708**

L	T	P	Cr.
0	0	4	2

Total Hours: 30**Learning Outcomes:**

After completion of this course, the learner will be able to:

1. Develop strong observational skills, including the ability to accurately perceive and represent the proportions, shapes, and details of the human form.
2. Apply composition principles, such as balance, contrast, focal points, and unity, to create visually engaging and harmonious artworks.
3. Explore the use of color, texture, and brushwork to add depth and meaning to the artwork.
4. Build a portfolio of figure compositions that demonstrates growth, technical proficiency, and creative exploration.

Course Content**30 hours**

Draw and compose from Life around you. Advance understanding of importance of colour and tone, Application of colour hue and intensity, How tones are used in creating an art object, Planning foreground and Background Space with colour, Technique of handling near and distant object with colour, Medium: Poster colour, Oil Pastels & water colour. Advance understanding of handling transparencies, Application of colour o Technique of handling near and distant object with using transparency.

Transaction Mode:

Video Based Teaching, Group Discussions, Quiz, Project Based Learning

Suggested Readings:

- *Barrington Barber, Essential Guide to Drawing: Still Life*

Course Content: Composition Mural (Level 2)**Course Code: BFA709**

L	T	P	Cr.
0	0	4	2

Total Hours: 30**Learning Outcomes:**

After completion of this course, the learner will be able to:

1. Recall the basic principles of mural composition, including balance, scale, and spatial organization.
2. Summarize the impact of murals on the communities they serve and the potential for social change and empowerment.
3. Apply principles of color theory, perspective, and visual hierarchy to create compelling and meaningful mural compositions.
4. Synthesize knowledge of mural composition and techniques to create original and innovative mural projects that respond to unique contexts and challenges.

Course Content**30 hours**

Study of principles and elements of design as applied to mural considering size situation and material concept of space and dissertation as applied to mural. Submission and display: Prepare a mural of 4x3 ft. on any medium.

Transaction Mode:

Video Based Teaching, Group Discussions, Quiz, Project Based Learning

Suggested Readings:

- *James Gurney, Color & Light*

Course Content: Fundamental of Visual art**Course Code: BFA710**

L	T	P	Cr.
0	0	4	2

Total Hours: 30**Learning Outcomes:**

After completion of this course, the learner will be able to:

1. Recall and identify basic art elements and principles, such as line, shape, color, texture, balance, contrast, and unity.
2. Analyze and deconstruct artworks to identify the use of art elements and principles by artists.
3. Apply critical thinking skills to assess the effectiveness of different visual art forms and techniques.
4. Critique and assess artworks, both your own and those of others, in terms of their success in achieving artistic goals.

Course Content**UNIT I****8 hours**

Art, Fundamental of Art, saturation

UNIT II**7 hours**

Types of Art Fundamental, Lines, center lines, contour lines

UNIT III**8 hours**

Placement of objects, colour and value, perspective

UNIT IV**7 hours**

Color theory, symmetry, and proportion

Transaction Mode:

Video Based Teaching, Group Discussions, Quiz, Project Based Learning.

Suggested Readings:

- *365 Days of Art* Author: Lorna Scobie Publisher: Hardie Grant Books Published: 2017Format.
- *The Addictive Sketcher* Author: Adebajji Alade Publisher: Search Press Published: January 2020Format

Semester IV**Course Title: Internship (6 Months)****Course Code: BFA801**

L	T	P	Cr
0	0	0	20

Learning Outcomes:

After completion of this course, the learner will be able to:

1. Demonstrate practical and professional skills to operate the industrial machinery and equipment of garment construction and will be able to manage work.
2. Critique the quality of one's own work and contributions during the internship, identifying areas of strength and areas for improvement.
3. Reflect on personal and professional growth during the internship, identifying future goals and career development opportunities.
4. Compile and maintain records of internship-related activities, tasks, and experiences.

Course Content**Modules:**

Art portfolio

Transaction Mode

Video Based Teaching, Group Discussions, Quiz , Project Based Learning